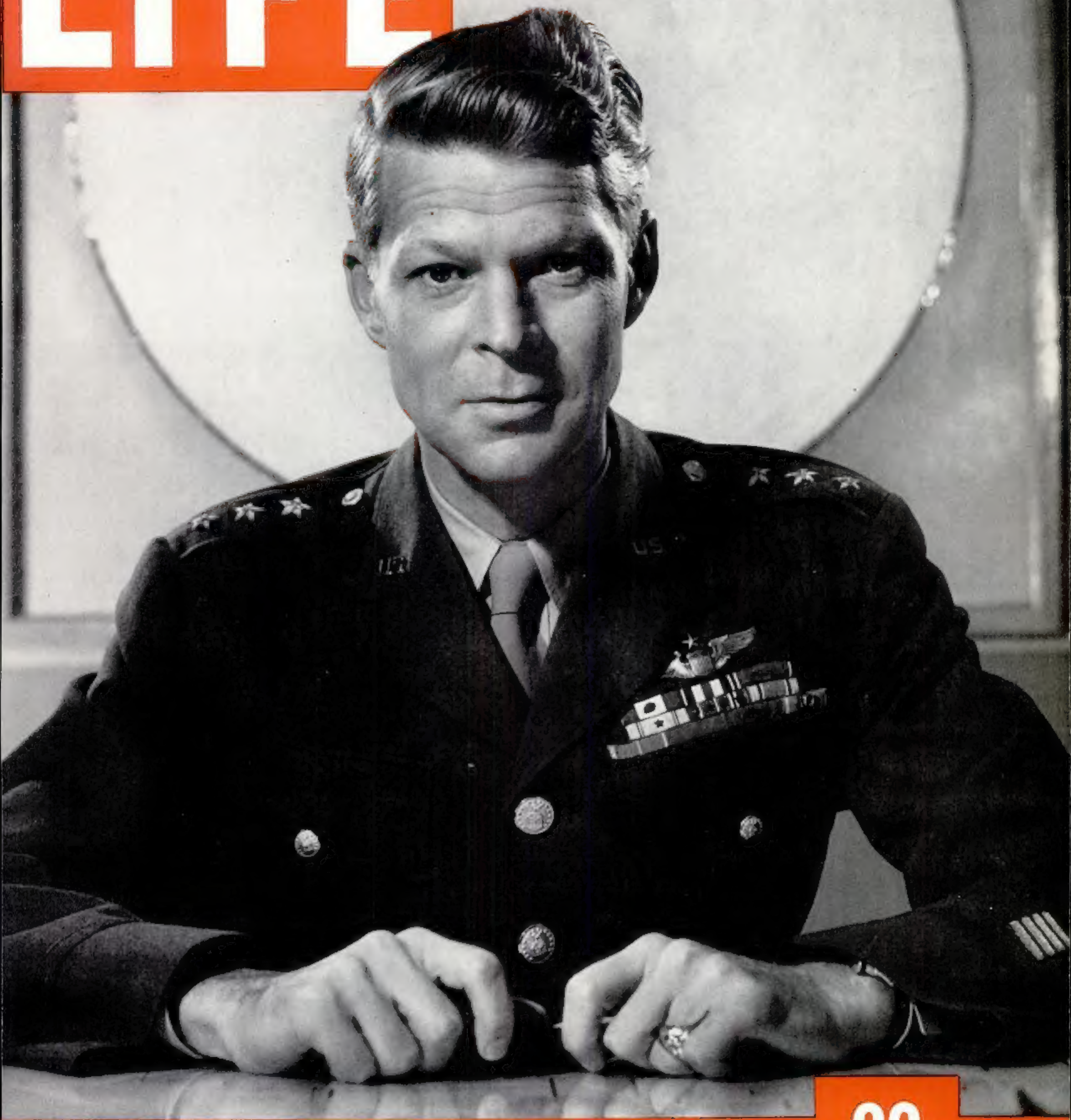


LIFE

U.S. AIR FORCE'S

TOP PLANNER

LIEUT. GEN. LAURIS NORSTAD



NOVEMBER 1, 1948

20

CENTS

YEARLY SUBSCRIPTION \$6.00

"51" writes dry with wet ink!



Choose your Christmas "51" now... and you'll breathe easier,

feel happier. Last year, supplies of this famous pen melted away like the first snow—long before Christmas. Nearly half those seeking it waited too long and missed out. That's because Parker "51" is everywhere first choice—the world's most wanted pen; and because Parker's high precision standards naturally limit production. So choose your 51's early, while your dealer's stocks are complete in sizes, colors, and range of prices. You'll enjoy the lift that comes with solving your Christmas gift giving so easily and so satisfyingly. "51" pens, including the compact new *demi-size*, \$12.50 and up. Matched pen and pencil sets, \$18.75 to \$80.00.

COPY, 1946 BY THE PARKER PEN COMPANY

THE PARKER PEN COMPANY, JAMESVILLE, WISCONSIN, U. S. A., AND TORONTO, CANADA

Parker "51" ... world's most wanted ^{gift} pen

LOOK OUT FOR COLDS AND SORE THROATS!



Gargle LISTERINE ANTISEPTIC — Quick! — when you reach home

Prompt germ killing action can head off trouble or lessen its severity.

When you sit through one of those cold, late-season football games, you may be letting yourself in for a nasty sore throat, a troublesome cold—or worse.

You see, excitement, fatigue, icy temperatures and cold feet may often lower body resistance so that threatening germs called the "secondary invaders" can stage a mass invasion of the tissue. They can set up an infection, or aggravate one that is already started.

Nature Can Use Help

Then, if ever, Nature can use a helping hand to go after such threatening germs... to help prevent such a "mass invasion"... to head off a cold

before it gets started. That is why, when you get home, it is wise to gargle with full-strength Listerine Antiseptic repeatedly.

Attacks "Secondary Invaders"

Listerine Antiseptic reaches way back on throat surfaces to kill millions of germs, including the "secondary invaders" that many doctors hold responsible for so much of a cold's misery.

Actual tests have shown that the Listerine Antiseptic gargle reduced germs on mouth and throat surfaces as much as 96.7% fifteen minutes after gargling, and up to 80% one hour after.

Always at the First Sniffle

Whenever you have sniffles, your throat is raw, or you feel chilly or under par, start the Listerine

Antiseptic gargle. You may thus spare yourself a nasty siege of a cold or sore throat due to a cold. LAMBERT PHARMACAL COMPANY, St. Louis, Missouri



Germ Reduction up to 96.7% in Tests

Fifteen minutes after a Listerine Antiseptic gargle, tests showed bacterial reductions on mouth and throat surfaces ranging up to 96.7%, and up to 80% one hour after a Listerine Antiseptic gargle.

P.S. IT'S NEW! Have you tried Listerine TOOTH PASTE, the MINTY 3-way prescription for your teeth?

This One



JTZU-60G-2LPN



**Prepared in cooperation with specialists of American Museum of Natural History.*

A Eyes out on stalks and a row of porthole-like lights along its sides distinguish the young **STYLOPHTHALMUS PARADOXUS**.

B The **GIGANTURA CHUNI** is also identified by his eyes—which are set in front like automobile headlights.

C This hungry fellow—the **CHIASMODON NIGER**—is characterized by his stomach, which he can stretch to accommodate a fish three times bigger than himself.

D The **SERPENT DRAGON** is marked by the golden light which flashes at the tail end of his snake-like body.

E The nightmarish **TORCH FISH** is distinguished by a torch-like appendage on his snout which emits a cold, silvery light.

F **LAMPROTOXUS FLAGELLIBARBA** is identified by a golden cheek light and a chin "whisker," or barbel, that is seven times longer than the fish itself.

G The **SEA DEVIL** has a short, plump body that is almost all mouth, and he carries a "masthead" light on top of his head.

H A long, slender tentacle projecting from his dorsal fin and a row of long needle-sharp fangs identify the **SABER-TOOTHED DRAGON FISH**.

I The **GIGANTACTIS VANHOEFFENI** is distinguished by a luminous-tipped, spear-like projection on his snout.

To get the best performance from your car, use high quality gasoline improved with "Ethyl" antiknock fluid—the famous ingredient that steps up power and performance.

To show you their best gasoline contains "Ethyl" antiknock compound, oil companies display "Ethyl" trade-marks on their gasoline pumps. "Ethyl" fluid is made by

Ethyl Corporation, Chrysler Building, New York 17, N. Y.

When you buy gasoline
THE **TRADE-MARK**
"ETHYL"
identifies gasoline stepped up
with "Ethyl" antiknock fluid



PLEASE DON'T TELL WHY HIS HAIR TURNED GREEN!



COLOR
BY
TECHNICOLOR

WHO SAID ALL MOVIES ARE ALIKE!

Here's one that's different! — so different, so unusual, so compelling, that all America soon will be talking about it! Not just the story of a boy—but the amazing human drama of a strange happening and what it did to people—to their lives, their hate, jealousy, laughter! . . . Watch for, wait for, this most unusual picture.— And when you learn its thrilling secret, **PLEASE** don't tell why the boy's hair turned green!

A **DORE SCHARY** presentation

THE BOY WITH GREEN HAIR

starring

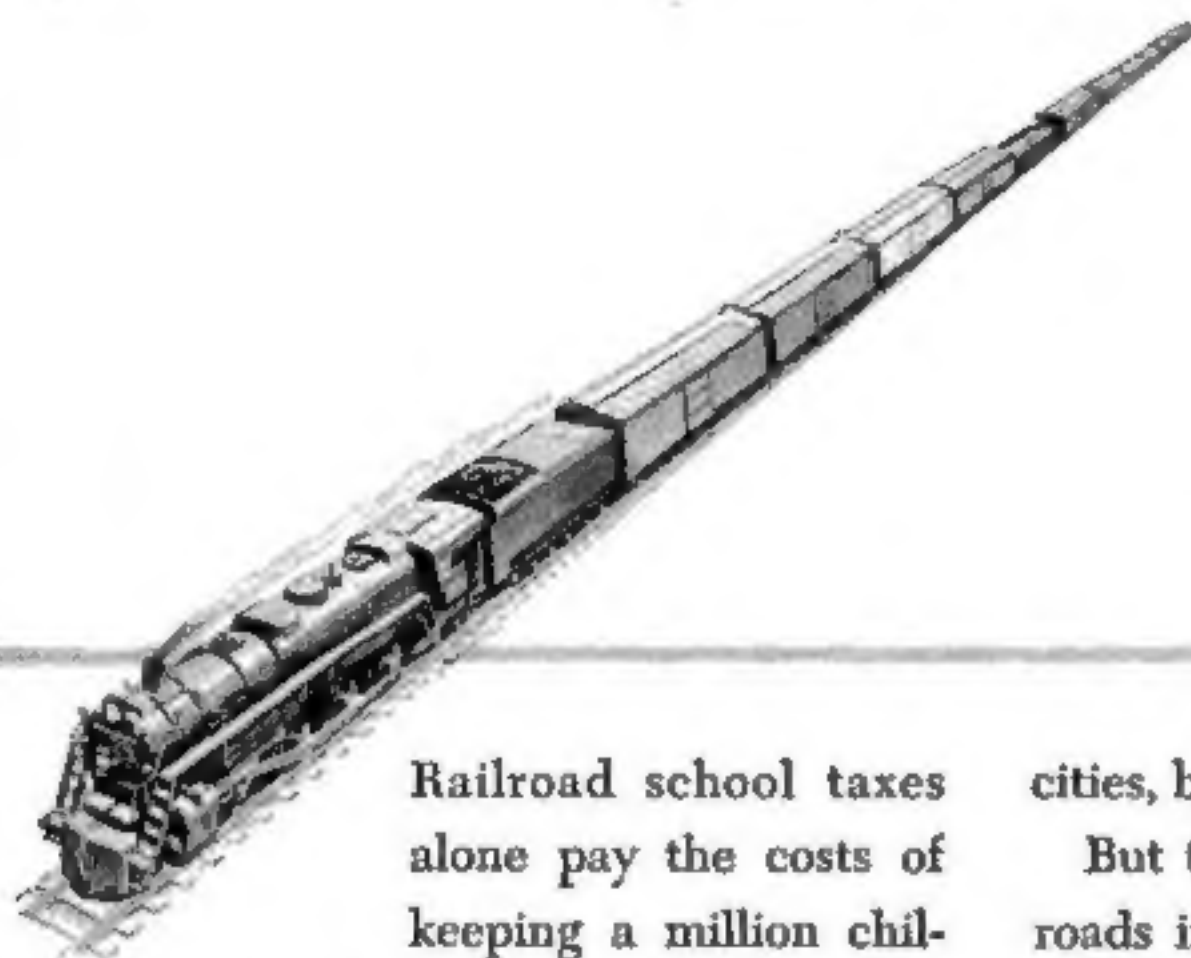
PAT O'BRIEN • ROBERT RYAN • BARBARA HALE and **DEAN STOCKWELL** as "The Boy"

Produced by Stephen Ames • Directed by Joseph Losey
Screen Play by Ben Barzman and Alfred Lewis Levitt





Railroad taxes are sending a million children to school



Railroad school taxes alone pay the costs of keeping a million children in school every year!

And other railroad taxes help to protect the health of communities, provide police and fire protection, build roads, airports, and waterways all over America.

An industry whose tax contribution is more than one billion dollars a year is an important factor in the economy of every state, and of thousands of towns and

cities, by virtue of its tax payments alone.

But that's only part of the story! Railroads in 1948 spent three billion dollars for equipment, materials, and supplies, which were bought in five out of every six counties in the country. And the four and one half billion dollars which the railroads paid to their employees in wages helped make business better everywhere.

So it is easy to see that—over and above the essential transportation service they provide—railroads are home-town partners

of each of the communities they serve. That's another reason why every American has a stake in strong and healthy railroads.

**ASSOCIATION OF
AMERICAN
RAILROADS**

WASHINGTON 6, D. C.

Listen to **THE RAILROAD HOUR** presenting the world's great musical comedies. Every Monday evening over the ABC network, 8-8:45 Eastern, Mountain, and Pacific Time; 7-7:45 Central Time.

SENSATIONAL NEW "EVEREADY"

Hearing-Aid "A" Battery



Greatest development since the introduction of single-unit hearing aids!

Here's great news for users of single-unit hearing aids!

It's the new "Eveready" "A" battery No. 1005E that lasts three times as long as its predecessor! The new battery uses a radically new electro-chemical principle. It has a "carbon lung" that automatically "breathes" oxygen from the air, to maintain virtually constant voltage!

This remarkably compact power unit was developed through wartime research in the world's largest dry-battery laboratory—the same laboratory that introduced the revolutionary "Eveready" "Mini-Max" "B" battery that made small, self-contained hearing aids possible.

See the "Eveready" hearing-aid "A" battery No. 1005E at your hearing-aid dealer's now!

HOW IT OPERATES:

All dry batteries require oxygen in order to "manufacture" electricity. Heretofore, in hearing-aid batteries, this oxygen has been produced by the reaction of chemicals within the battery. But this new hearing-aid "A" battery has a "carbon lung" that actually "breathes" oxygen from the air. Thus it needs no oxygen-producing chemicals, leaving room for more energy-producing materials. It "breathes" as it operates. This principle, plus other chemical and electrical advances, makes this new "Eveready" battery the answer to the need for a really superior "A" battery for single-unit hearing aids.

The trade-marks "Eveready" and "Mini-Max" distinguish products of
NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.
Unit of Union Carbide and Carbon Corporation



For free folder telling
all about the sensation-
al new "Eveready" "A"
battery No. 1005E,
write Dept. C.

EVEREADY
TRADE-MARK
HEARING-AID BATTERIES

HERE'S WHAT IT DOES FOR YOU

1

LASTS 3 TIMES AS LONG!

If you are presently using "Eveready" "A" battery No. 1016-E (up to now the best of its kind) and it lasts you three days... this new battery will last you approximately nine! If your old one lasts four days — count on approximately twelve days with the new, etc.



2

ASSURES STEADY, FULL-VOLUME HEARING!

... Greater clarity throughout battery life... Virtually constant voltage, minimizing volume adjustment... Continuous battery use: no need to "rotate"!

3

KEEPS FRESH UNTIL USED!

The plastic sealing strip prevents contact with air until you place battery in service. It stays fresh until sealing strip is removed (using convenient flap, as in illustration).





sh-h-h-h
... of course
it's a **RONSON!**



"But he's not to find out until Christmas morning! He'll be so happy—and so excited—when he sees it's the wonderful new Ronson Penciliter . . . just what he's been hinting at for weeks. (To tell the truth, a Ronson's exactly what I'm hoping for, myself!)"



"Now don't give away the secret! She'll be so delighted when she finds it's a beautiful Ronson. (And what Ronson *isn't* beautiful?) Mechanically perfect, too, you know . . . with that easy, one-finger, one-motion action. (Confidentially, a Ronson's just what I'd like myself!)"

PRESS, IT'S LIT!

RELEASE, IT'S OUT!

Safely out the instant you lift your finger!

FOR EVERY POCKET OR HANDBAG



"PRINCESS"—dainty ladies' lighter. Finished in satin-chromium, chrom, engine-turned, tortoise enamel, or genuine pigskin or lizard—*\$6.00 to *\$7.50.

"STANDARD"—trim, dressy lighter. Finished in satin-chromium, chrom, engine-turned, tortoise enamel, or genuine pigskin or lizard—*\$6.00 to *\$7.50.

"WHIRLWIND"—with disappearing windshield. In chromium plate, engine-turned—\$8.25. In tortoise enamel (or genuine lizard) and chrom. plate—\$9.00.

"ADONIS"—the streamlined lighter. In chromium finish, engine-turned—\$10.00. In tortoise enamel (or genuine lizard) and chromium plate—\$12.50.

"ADONIS"—the ultimate in lighters for men and women . . . slim-as-a-fine-watch. In sterling silver—\$25.00 (plus tax). In 14 karat gold—\$200 (plus tax).

"MASTERCASE"—convenient all-in-one combination of smart cigarette case and Ronson lighter. In chromium plate, engine-turned—\$12.50.

*Price depending upon finish.

FOR EVERY TABLE
AND DESK



1. "GEORGIAN"—the latest Ronson table lighter, in heavy silver plate—\$12.50 (plus tax).
2. "CROWN SET"—comprising "Crown" table lighter (see 3, below) with matching cigarette urn and tray—all heavily plated in gleaming silver. The complete set—\$32.50 (plus tax).
3. "CROWN"—that famous Ronson table lighter, in rich, heavy silver plate—\$11.00 (plus tax).
4. "QUEEN ANNE"—exquisitely styled table lighter, heavily silver-plated—\$11.00 (plus tax).
5. "MAYFARES"—silver-plated table lighters of classic beauty—\$16.50 the pair (plus tax).
6. "DECANTER"—gracefully styled table lighter, heavily plated in silver—\$14.50 (plus tax).

FOR CIGARETTES, CIGARS OR PIPES.
Every Ronson is styled to fine jewelry standards and precision-built for enduring service. See the models shown here and other handsome Ronsons at your favorite dealer. Be sure it's really a Ronson—not just an imitation.

RONSON

Newark, N. J.

Toronto, Ont.

London, Eng.

means WORLD'S GREATEST LIGHTER

FUN . . . EXCITEMENT . . .
Tune in to Ronson's "20 Questions" Saturday nights (Pacific Coast, Sunday nights), Mutual Network.

RONSON now on TELEVISION in many principal cities.



Lights! . . . Writes

NEW RONSON PENCILITER

Your two most constantly used personal appointments now trimly, beautifully streamlined into one! At the lighting end is the World's Greatest Lighter—with the world-famous Ronson safety-action. At the other end is the finest, best balanced pencil you ever put to paper. This double-duty masterpiece—gold filled for beauty and enduring perfection of performance—is a doubly welcome gift! Comes in a handsome gift box.
1/20 14K GOLD FILLED . . . \$15.00 (plus tax)

From those who
have thrilled to
its blazing action-
the thunder of
its drama-the
sweep of its
magnificent
production...
comes the word-

IN *25* YEARS-
ONLY THREE!

"COVERED WAGON" - "CIMARRON"

AND NOW -

HOWARD HAWKS' GREAT PRODUCTION

"RED
RIVER"

Monterey Productions presents

HOWARD HAWKS'
"RED RIVER"

starring JOHN WAYNE · MONTGOMERY CLIFT
WALTER BRENNAN · JOANNE DRU

With HARRY CAREY, Sr. · COLEEN GRAY · JOHN IRELAND · NOAH BEERY, Jr. · HARRY CAREY, Jr. · PAUL FIX
From the Saturday Evening Post story, "The Chisholm Trail", by Borden Chase · Screenplay by Borden Chase and Charles Schnee
Executive Producer, CHARLES K. FELDMAN · DIRECTED AND PRODUCED BY HOWARD HAWKS · RELEASED THRU UNITED ARTISTS

DON'T
MISS
RED RIVER!

COMING TO YOUR FAVORITE THEATRE!

LEADING STARS...FAMOUS BEAUTIES SAY:

*"For dream hands,
Cream your hands"*

Try their method for just 3 days—a 12-second massage with non-sticky, non-greasy

Pacquins Hand Cream

...morning...night...and whenever your skin needs softening!

These lovely stars agree: *You cream your face* for a soft, smooth complexion—*give your hands the same care*... cream, cream, CREAM them regularly—with Pacquins!

Try it yourself: a 12-second hand massage with snowy, fragrant Pacquins... in the morning... at night... whenever your hands need soothing, softening. Your smoother, lovelier hands will tell you why Pacquins is the largest-selling hand cream in the world!

Pacquins is even more important to hand care if housework leaves them rough, chapped, dry. Rub on quick-melting Pacquins after every chore. It's never sticky—leaves no greasy after-film.

Keep Pacquins within reach. For hands to be proud of—*dream hands*—CREAM them often with PACQUINS!



GERTRUDE LAWRENCE, International Stage Star



GLADYS SWARTHOUT, Metropolitan Opera Star



VERA ZORINA, Ballet Star of Stage and Screen



LYNN FONTANNE, World Famous Actress



RISÉ STEVENS, Opera and Radio Star

The largest-selling hand Cream in the world...

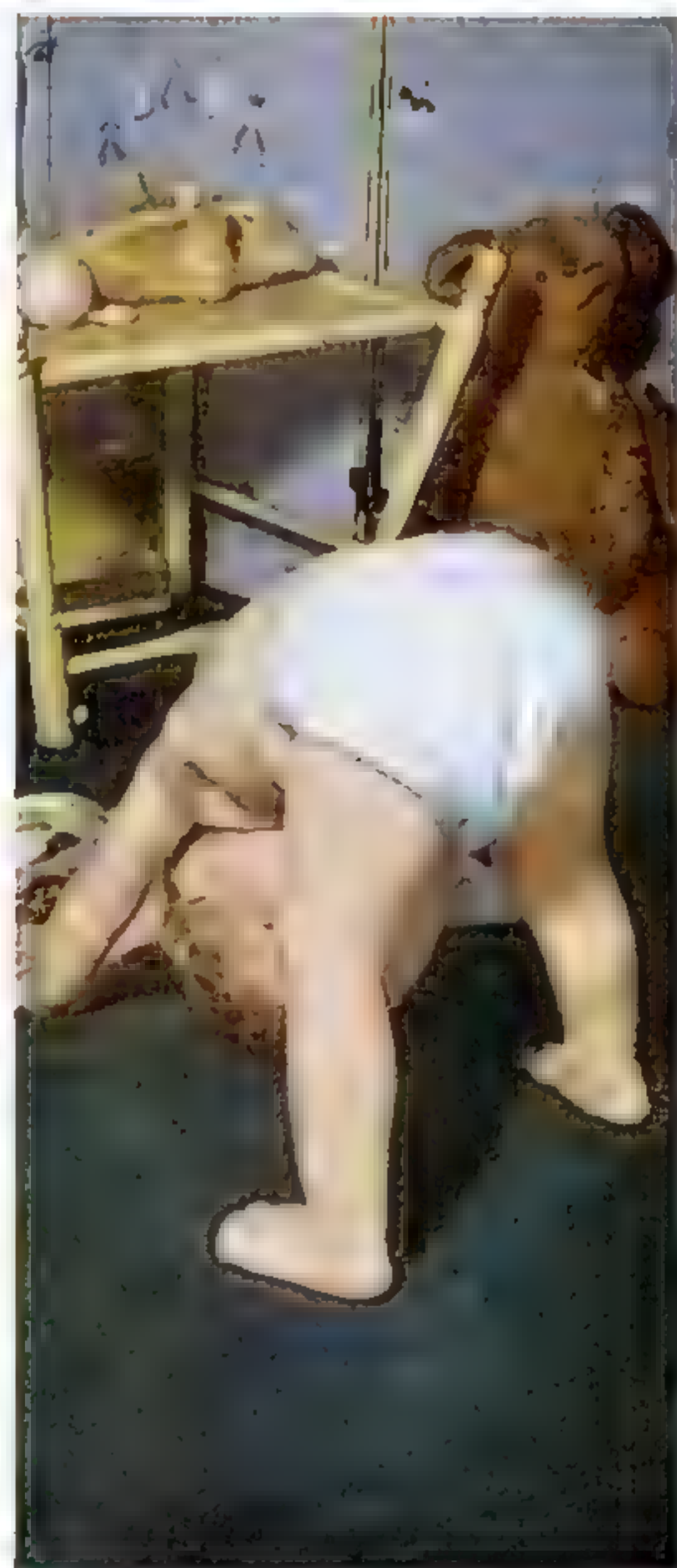
ALSO—FOR EXTRA DRY SKIN—RED LABEL PACQUINS—CONTAINS LANOLIN.



VIRGINIA KENT, R.N.

"I wash my hands thirty to forty times a day! Having tried many other preparations, it's Pacquins for me!" (Pacquins Hand Cream was first created for nurses and doctors.)

On sale at all cosmetic counters in the United States and Canada



As waterproof as steel but a lot more comfortable

BABY pants as soft as the baby's skin; colorful house walls of enameled steel tiles that never have to be painted—you'll just wash your house with a hose—both made possible by Koroseal flexible material.

For years builders wanted to make house walls out of steel, but there was no joint that would keep out the moisture.

Then a house builder heard of Koroseal flexible material and, working with B. F. Goodrich, who developed it, designed a joint that permanently

keeps out moisture, flexes to take up expansion and contraction of the steel, and stands sun and air so well that experts say it will last as long as the house.

This same permanent waterproof quality of Koroseal is what makes it ideal for baby pants. Soft and safe for the tenderest skin, it doesn't stain, and can be washed, fresh as new again, in a moment.

In a heavier sheet, Koroseal flexible material makes the most attractive upholstery you ever saw. It's almost

scuff-proof, can be washed with any ordinary cleanser, so your chairs can be kept brand-new looking for years.

Raincoats of Koroseal "don't weigh anything" yet keep you dry in the heaviest rain, and won't crack nor stick even if stuffed into a pocket when wet.

Koroseal garden hose is so light a child can carry a full length. It never needs to be taken in nor drained—can be left out in the sun for years.

These and scores of Koroseal articles are in many stores now; for your

protection every one carries a prominent Koroseal label. Look for it. The B. F. Goodrich Company, Akron, Ohio.

Trade Mark—Reg. U. S. Pat. Off.

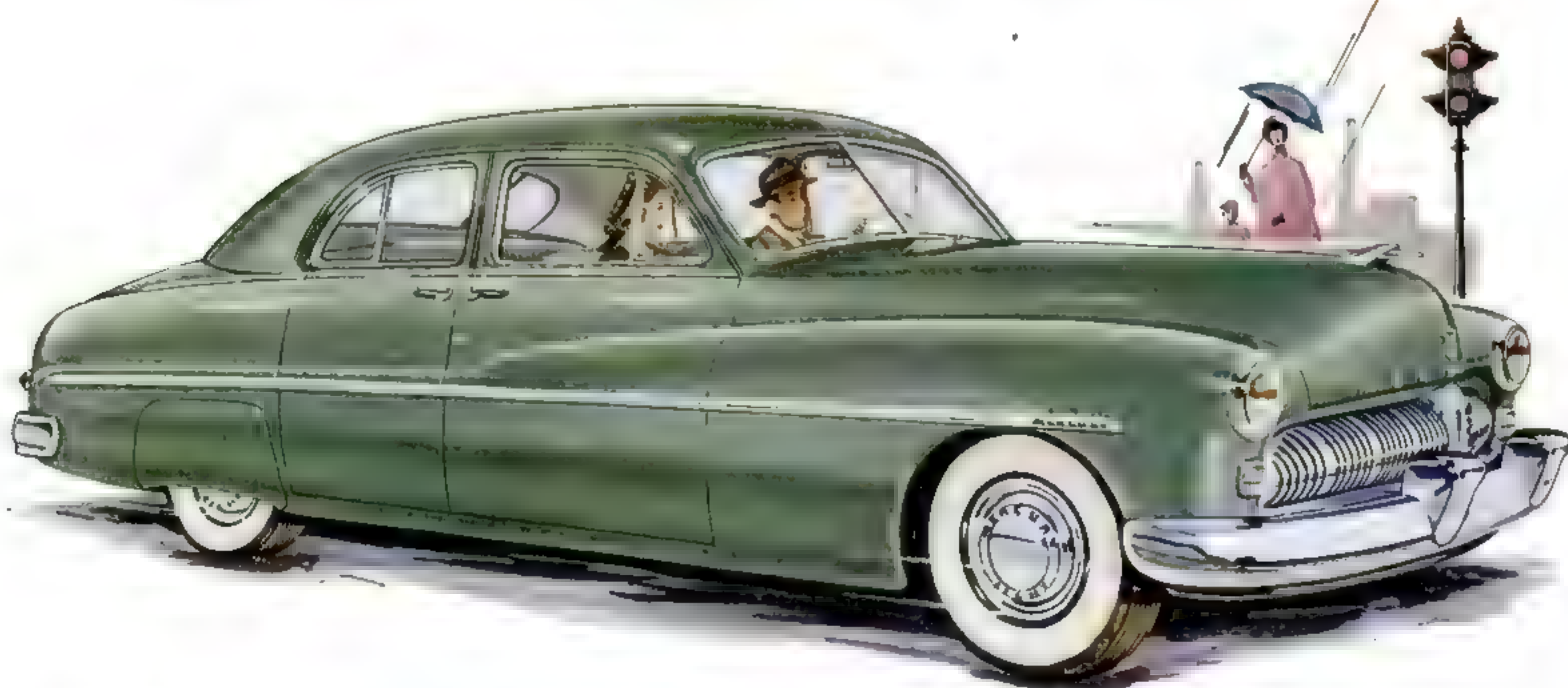
Koroseal
FLEXIBLE MATERIALS
BY

B.F. Goodrich

"'Safe' just doesn't say enough about it!"

— SAY THOUSANDS OF NEW 1949 **MERCURY** OWNERS

*You ought to hear how wonderfully secure owners feel in the All-New **Mercury**! They know the comforting protection of that new heavy gauge all-steel body... the road-hugging steadiness of a reinforced chassis... the dependability of those new "super-safety" brakes... the extra safety of picture-window visibility. They'll tell you they don't believe there has ever been a safer car built. And there hasn't!*



Make your next car



MERCURY

LINCOLN-MERCURY DIVISION OF FORD MOTOR COMPANY

ALL-NEW safety is just one of Mercury's many all-new features! The 1949 Mercury's all-new *all over*!

You get a powerful new 8-cylinder, V-type, Mercury engine that gives you surprising *economy*. You get all-new *springing*, an all-new "comfort-zone" *ride*, all-new easier *steering*, all-new broader, softer *seating*, too!

Yes, and Mercury gives you handsome, all-new body styling that is distinctly Mercury's! See it—and you too will say: *It's Mercury for me!*

LETTERS TO THE EDITORS

EDITORS' NOTE

LIFE's Round Table on Modern Art (LIFE, Oct. 11) has provoked an even greater response than the first one on the Pursuit of Happiness. Consequently the entire Letters column this week is devoted to the modern art controversy. Readers are again reminded that those interested in conducting round table discussions in their own communities may write for suggestion and advice to: LIFE Round Tables, TIME & LIFE Bldg., 9 Rockefeller Plaza, New York 20, N.Y.—ED.

MODERN ART

Sirs:

As a psychiatrist of more than 40 years' experience, I cannot refrain from commenting upon the examples of modern art and the discussion of such in the LIFE Round Table on Modern Art.

One of the most prevalent and malignant types of mental illness with which we, as psychiatrists, have been trying to cope for years is an insidious disorder of the mind in which the main feature is a departure from the world of reality to one of fantasy.

Frequently patients who have withdrawn from the world of reality express their fantasies in drawings or paintings which are quite without meaning to a normal individual but which help diagnosis of the underlying conflicts. . . .

The so-called modernistic representations illustrated in LIFE would seem to me to be in the same category and cannot be felt by anyone except the individual producing them, unless the person viewing them has the same subconscious background, which is almost an impossibility.

It is generally conceded that no two individuals have the same store of subconscious memories. Consequently the individual fantasy of one particular artist means very little to another person. Reality is common to all, or at least can be appreciated by everyone, but fantasy is essentially individualistic.

It is quite normal for a young child to live in a world of make-believe. But to carry such fantasy into adult life is most assuredly not conducive to good mental health. . . .

CHESTER WATERMAN, M.D.
Middletown, Conn.

SIRS:

THE ROUND TABLE ON MODERN ART IS THE MOST FORCEFUL AND TIMELY EDUCATIONAL STIMULUS WHICH I CAN RECALL. COULD YOU FORWARD 50 TEAR SHEETS OF THE ENTIRE ARTICLE TO SEND TO OUR BOARD OF TRUSTEES.

ADELYN D. BRESKIN
THE BALTIMORE MUSEUM OF ART
BALTIMORE, MD

SIRS:

. . . SCHOLARLY, NONPARTISAN AND EXCITING.

E. A. ADAMS
DIRECTOR

ART CENTER SCHOOL
LOS ANGELES, CALIF.

Sirs:

. . . Since the average person never reads magazines and books devoted to art, his narrow-minded hatred for modern art, based on misunderstanding, is understandable. That is why I think it is wonderful that LIFE, with its large circulation, has printed this article which may cause the layman to stop, think and attempt to understand.

DONALD A. BURGESS
New York, N.Y.

Sirs:

LIFE's Round Table certainly bolsters the Russian view that our contemporary Western art is illusory, de-

cadent and given to an empty formalism utterly incapable of coming to grips with solid cultural meanings. . . .

If that is the case no small part of the cause must be referred to the peculiar language habits of the esthetes who interpret art and who make our intelligent people so sick of it that they will give it no opportunity to become culturally consequential. All of your participants seem to feel that the meanings of art should be as far from good sense as possible.

I find only one sentence in the Round Table report which stands close scrutiny. Mr. Taylor's "fifty thousand people is a lot of people," while it has a relative character, is a sentence which men and women who are not esthetes can take seriously. . . .

THOMAS HART BENTON
Kansas City, Mo.

Sirs:

. . . Do people at round tables think in circles?

JOHN MARSHALL BARBOUR
Santa Barbara, Calif.

SIRS:

Heretofore the paintings of Cézanne, Picasso and Matisse have always been incomprehensible and meaningless to me. However after I read your article I realized that they actually had a real and compelling meaning. . . .

If the success of the discussion were measured with me as a standard the result would hardly be questionable.

PHILIP SCOTT
Ridgefield, Conn.

CONTINUED ON PAGE 14

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Toreador Red

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WEMBLEY'S WONDER-WORLD OF COLOR



A smart tie of rich red that adds
a new style note to your fall attire.

Wembley's imported Nor-East fabric—the
original Non-Crush fabric—makes a trim
knot, keeps a smart drape, gives
you long-time pleasure.



CRUSH IT!...



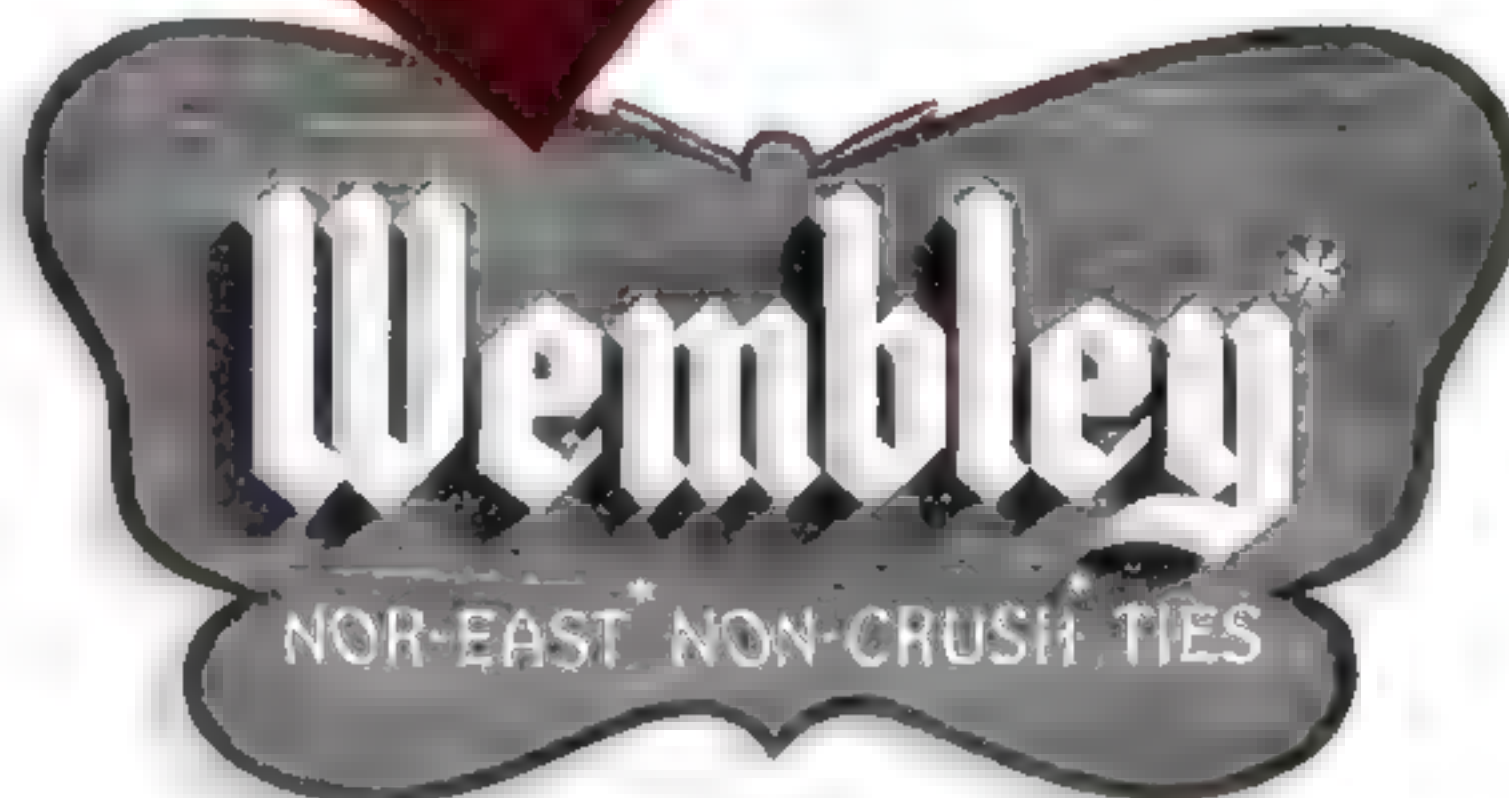
TWIST IT!...



KNOT IT!...



NOT A WRINKLE!



\$150

ALSO AVAILABLE IN WEMBLEY'S ALL-WOOL DOMESTIC FABRIC
LOOK FOR THE WEMBLEY LABEL—AT BETTER STORES EVERYWHERE
*REG. U. S. PAT. OFF.

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World's best washing...of course!

THOR AUTOMAGIC

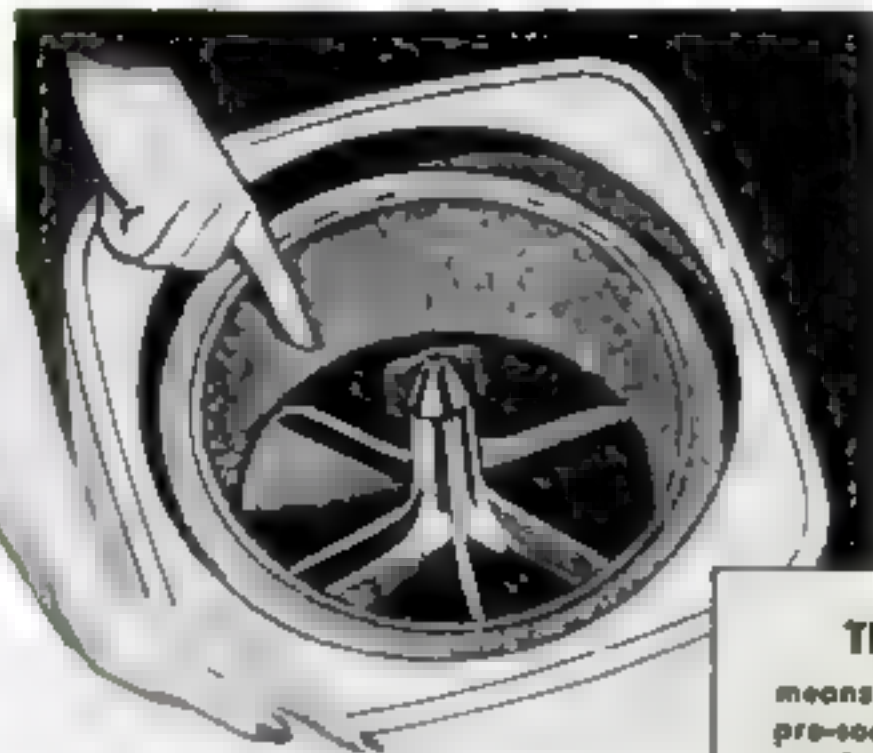


No Wringer...No Rinse Tubs...No Hard Work!

DO YOUR WASHING WITH YOUR FINGERTIPS

Certainly you want a new-style washer that does your laundry while *you* take it easy. But you still want the joy of knowing your washing is really, really clean—even including Junior's overalls. That's where the Thor comes in!

You've always known the Thor Agitator as the last word in washing action, and now it's actually improved.



THOR Agitator Action

means world's best washing. No pre-soaking. No special soaps. It's gentle—but gets things so clean!

In addition, the Thor Automagic introduces an entirely new way of *rinsing*—the Agitator Action OVERFLOWING RINSE that is unlike any other in the wide world.

Finally, you have Automagic Spin Drying that's so quick and so easy on clothes.

It's all done in one tub. There's no lifting of heavy, wet things. Your hands never touch the clothes from the time you put them in until they're ready for the line. The Thor does the washing Automagically—and all you do is flick a switch!



THOR Single-Tub Spin Drying

means no tussling with a wringer—no buttons pulled off or broken. Gets clothes 25% better than wringer-dry—all soft and fluffy, with no hard-to-iron creases. Speeds drying.

See the Thor Automagic in actual operation at your Dealer's

\$229 50

Complete with normal installation

EASY TERMS

No permanent installation needed... no bolting down... no concrete base. Exclusive Thor Balancer prevents annoying vibration. Put the Thor in the basement or even in a third floor apartment. Takes only a 2 foot square of space.

Easy to keep clean and sanitary. No hidden places to collect dirt. No drain valves to operate or clean.

THOR CORPORATION

Chicago 30, Illinois

Thor-Canadian Company, Ltd., Toronto, Canada
Plants in Chicago, Illinois; Bloomington, Illinois;
El Monte, Calif.; Toronto, Canada; London, England



* REG. U. S. PAT. OFF.



Dishwasher is beautiful Stainless Steel Unit that slips into machine in place of the wash tub. Dishes never touched by anything used in clothes washing. Switching Units takes only 1½ minutes.

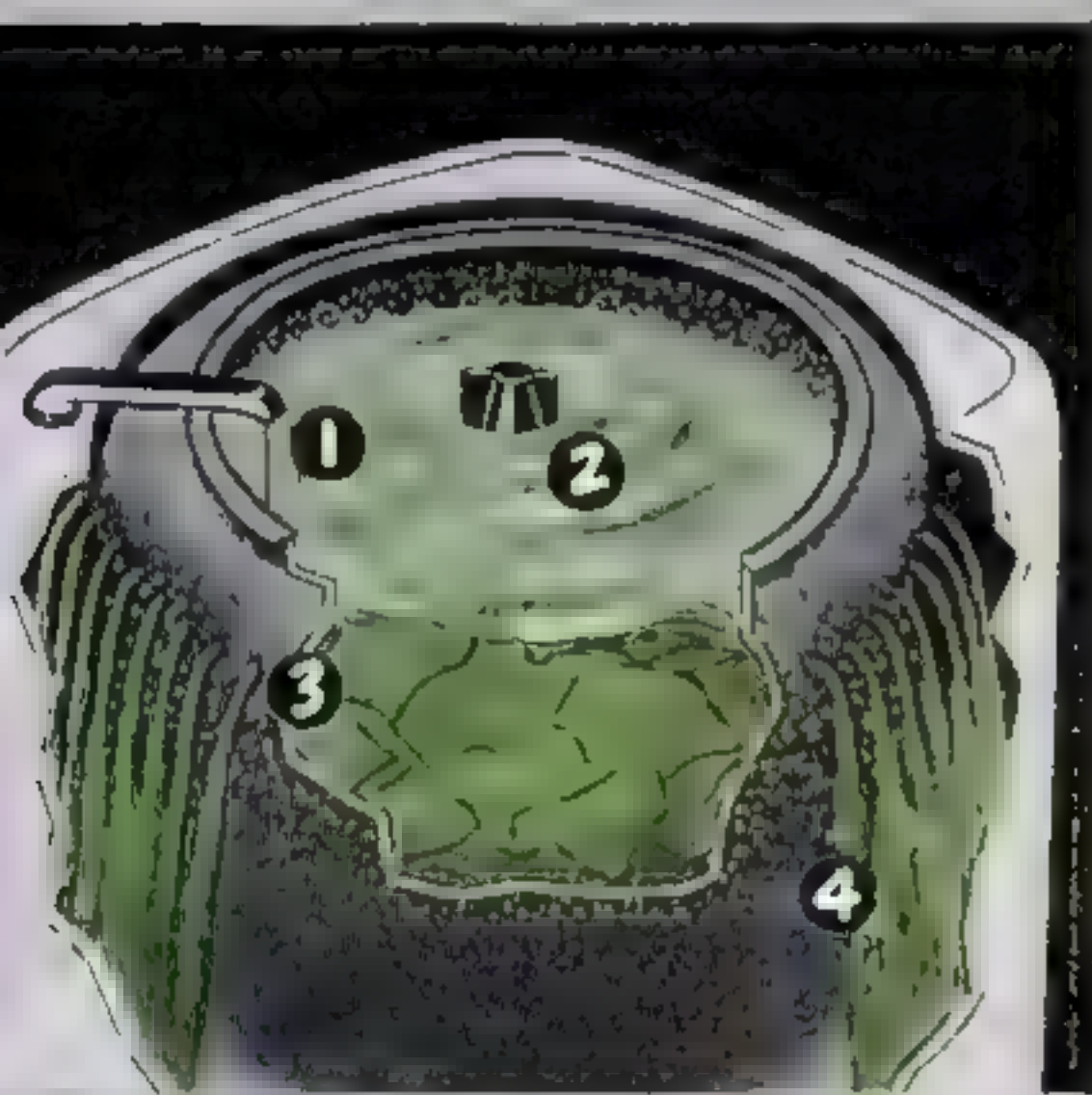
World's best RINSING, too!

WASHER

Here's the wonderful new Thor Automagic

AGITATOR ACTION Overflowing Rinse

that floats away the soap curds at the top



- 1 Fresh water flows in continuously during rinsing.
- 2 Thor Agitator Action loosens dirt and soap from below, so they rise to top—never are forced through clothes.
- 3 Soapy and dirty water floats away through overflow holes.
- 4 Rinse is continuous, with the water constantly changing until it is perfectly clear.

RINSING BY AGITATOR ACTION

loosens dirt and soap. No lifting. Your hands are never in water. Thor Rinsing is done with the same thorough Agitator Action that does the washing. Soap curds rise to top, float away. Then, when rinse water is all clear, you just *spin* it out!

You'll be thrilled at the sweetness, the cleanness of clothes rinsed by this improved new method. This is an Exclusive Thor Automagic Feature.

And for, only \$79⁹⁵ you can add this THOR Dishwasher Unit!

Washes—Rinses—Sanitizes—Dries—as you just flick a switch

Washes dishes better than by hand—saves at least an hour of work a day!

Here are features no Dishwasher ever offered before and when you see it demonstrated at your Dealer's, you won't rest until you have one. Uses less water than any other Dishwasher—often less than dishpan washing. Safe and gentle—only the

water moves. No hand pre-rinsing. Simply scrape the dishes and in five minutes they're done. Then leave them in the washer to dry. Clean, Hygienic, Sanitary. No valves to operate. Big capacity. No permanent installation necessary.





It's pictures like this...

that can win you a prize. Like so many other contestants who have successfully borne off a handsome prize in the annual Graflex Photo Contest, you can take pictures that are outstanding, that are potential prize winners by following these three steps: (1) Think of some picture ideas, of general interest, and jot them down. (2) Plan how to carry out these ideas most effectively. (3) Photograph them with any one of the fine cameras in the Graflex line—for sparkling, sharp pictures. Then, enter the 1948 GRAFLEX PHOTO CONTEST!

LAST CALL FOR CONTESTANTS! ENTER THE BIG, NEW GRAFLEX PHOTO CONTEST RIGHT AWAY! 62 PRIZES TOTALING \$5,000.00!

		PRIZES	Feature Division
A (Teen-agers)		Action Division	\$150.00
1st		\$150.00	100.00
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3rd		50.00	
10 Honor Awards	5 in each division	\$10.00 each	
B (Non-professionals)			350.00
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2nd		200.00	100.00
3rd		100.00	
10 Honor Awards	5 in each division	\$25.00 each	
C (Professionals)			350.00
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LETTERS TO THE EDITORS

CONTINUED

Sirs:

Mr. Frankfurter in his comment on the Muró painting *Person Throwing a Stone at a Bird* summed up modern art in a few words, "It shocks me into being interested." That is characteristic of our fast-moving world of today. Few people stop to listen to a person who speaks quietly. It looks as though an artist today must shock the public and shout all others down to gain attention.

MRS. PAUL BOLIN

Kalamazoo, Mich.

Sirs:

... The only man who has the right of self-expression is the one who has earned that right... by the tedious process of fundamental academic training.

Art in its essential purpose is for the appreciation and the enlightenment of everybody and not a commercialized channel for the self-expression of doodlers.

HARRY J. HAHN

Wichita, Kan.

Sirs:

... Mr. Davenport comments that the modern artist in his search for a medium of expression "has been stripped of religious beliefs, moral codes, esthetic dogmas." Who has stripped him?

Let the artists not complain that they are frustrated by their environment. Let them rather take a hand in shaping it into something better.

E. R. EDMISTON

New Wilmington, Pa.

Sirs:

I like the idea expressed in the article that each painting is an experience. Moreover in modern painting the experience is not just an old familiar one but a new and fresh one. Therein lies the value of the dynamic, creative and vital art which is modern painting.

LAWRENCE KUPFERMAN

Dorchester, Mass.

Sirs:

Possibly your competent board of experts overlooked a vital factor which affects the modern artist's painting to a great degree.

Because we live in a highly materialistic society, the artist does not receive his just reward, either in money or in recognition of his special gifts. He resents his status and some of his resentment may be expressed in "obscure" or "difficult" pictures. The layman on his side has been conditioned to think of "pictures" as faithful representation.

In order for art to be the living, participating medium which it should, our ideas must be changed entirely. When the day comes that an American will go to an art gallery and feel that contemplation of a picture which gives an esthetic experience is time well spent and when he permits himself to be exposed to painting enough so that his standards are reasonably good, American artists will have cause to rejoice.

MARY F. ERWIN

Jefferson, Md.

Sirs:

In the light of the world's present perplexity it is hard to conceive of a more distressing sight than the picture you published of all those intelligent and brilliant-looking men locked in synod atop the Museum of Modern Art gravely striving to arrive at an adequate apology for the inadequacy of modern art.

... Perhaps the most significant question to arise after reading the minutes of Live's Round Table on Modern

Art is this: Must people have a new kind of education to appreciate a new kind of art?

STAATS COTSWORTH

New York, N.Y.

Sirs:

Your exposition proved to me that my understanding of modern art needed only intelligent direction to blossom into a real appreciation of modern artists and their paintings. I have visited several Boston galleries this weekend and have emerged feeling far deeper experiences than ever before.

WILLIAM B. LELIEVRE

Cambridge, Mass.

Sirs:

... The main fault with modern art is not that the layman does not understand it. Indeed he understands it too quickly, and it is this very circumstance that confuses him. He looks—or feels—for something more and cannot find it. Unaware that there is nothing more he feels that there must be something beyond his comprehension.

... Modern artists, and the modern layman, will have to make another attempt at greatness. But until they have to go through the immaculate toil of the masters, and unless they have the inspiration to go beyond them into uniqueness, we will have little great art. Some artists through other media are doing this and achieving more, as many a layman is appreciating more, by a knowledge and understanding of (and here is a phrase by which the majority of modernists will be shocked) the grace of God.

All of this is strange in a magazine which, editorially, several weeks ago chastised writers for the very sins of modern painters and told them to look next door to their neighbors for inspiration for a great American novel.

ALWYN L. POWELL

Sauk Centre, Minn.

Sirs:

... Mr. Sawyer has looked at Picasso's *Girl Before a Mirror* for 15 years and he likes it. I am forcibly reminded of the picture which you published some time ago showing a boy walking



past stacks of corpses near a concentration camp. He was so used to corruption that he didn't even notice it.

Many of us accept the right of the artist to purge his emotions, but reserve our right to turn the other way when passing the pathological excrement. We can pass corpses and retain our sanity but we are confident that the Creator of the mind and soul of man did not intend, and will not allow, us to pass them unseeing. If the determination that nothing will make us enjoy either the sight or the odor constitutes intellectual stagnation and Victorianism—make the most of it.

MARY T. ARNY

Upper Montclair, N.J.

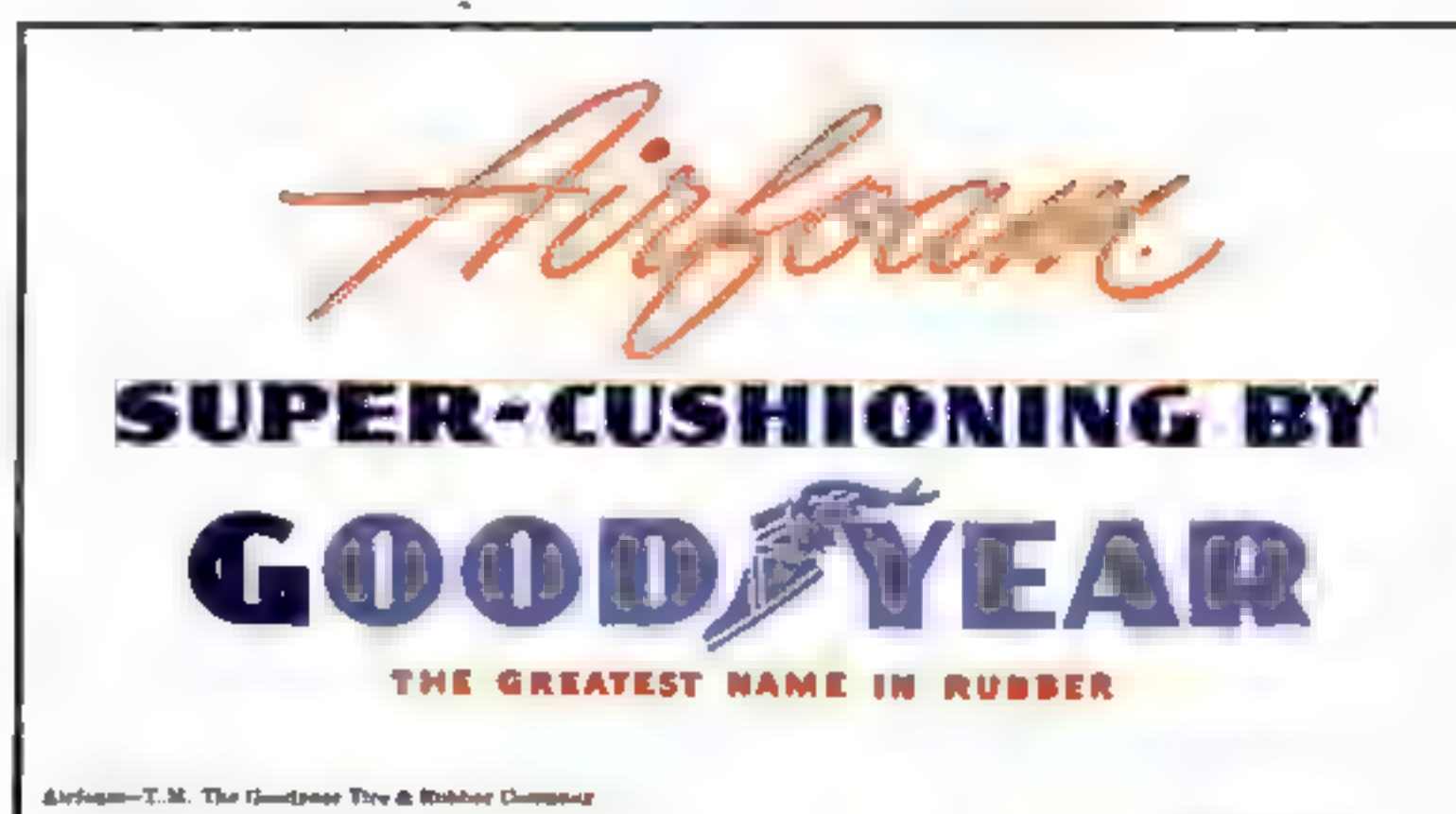


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"How much do parents owe their children?"

ASKED ELSIE, THE BORDEN COW



"HOW MUCH DO PARENTS OWE THEIR CHILDREN?" exploded Elmer, the bull. "Don't you mean how much do children owe their parents? All us fathers do is pay, pay, PAY!"

"Better watch your blood pressure, Elmer," giggled Elsie,

the Borden Cow. "I don't mean owe in money."

"What else is there to owe in?" asked Elmer.

"Oh," answered Elsie, "I mean, don't parents owe it to their children to try to keep up with the times, and keep their ideas young?"

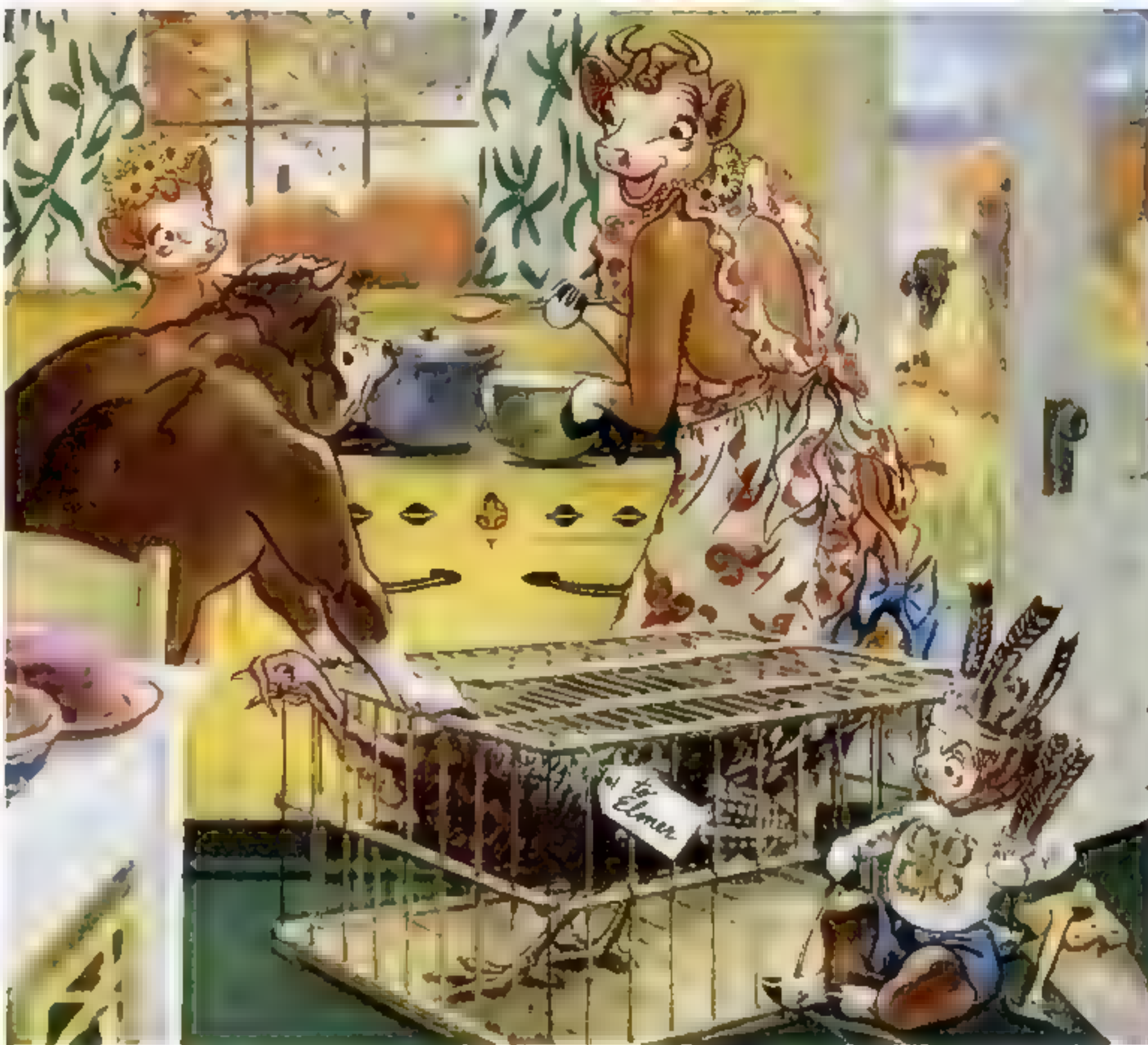
"What in thunderation brought on that rash of words?" demanded Elmer.



"The approach of Thanksgiving," promptly answered Elsie. "It makes me think of the lucky children with understanding parents, parents who are close to them. Those youngsters have more to be thankful for than turkey and mince pie. And when I say mince pie, I mean pie made with the fruitiest, spiciest, Thanksgivingest mince meat of all—Borden's None Such Mince Meat!"

"Well, of all the round-about ways to sell mince meat!" groaned Elmer.

"But, dear," chirped Elsie, "you don't have to sell Borden's None Such. It's so wonderfully delicious. In fact, it's the very best mince meat you ever ate! Made



with 21 choice ingredients and pungent spices from far-off lands. Whether you get it condensed, or ready-to-use, None Such is the real old-fashioned kind of mince meat!"

"And I'm the real old-fashioned kind of guy," mimicked Elmer, "who thinks that women should talk less, and that kids owe plenty to their parents."

"They do," seriously said Elsie. "It's a sort of mutual debt.

If parents really understand their children, and make home the nicest place to be, children pay off in companionship and love."

"And Dad still pays off in cash!" argued Elmer.

"Oh," smiled Elsie, "money isn't everything! But it does buy some wonderful things. Like that new and



out-of-this-world Lady Borden Ice Cream—the creamiest, smoothest ice cream ever bought, or sold! Every ice cream lover should be thankful there's such a glorious ice cream for this year's Thanksgiving parties!"

"Woman," frowned Elmer, "if you're plotting to get me to pay for another party so I can then owe Beulah and Beauregard more—"

"But, darling!" protested Elsie, "Lady Borden Ice Cream isn't just for parties. It's good food at any meal—or between meals. Made with golden cream, rich-and-ripe berries and fruits utterly superb chocolate and vanilla! It's wonderfully good nourishment. You know what they say—if it's Borden's, it's GOT to be good!"



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LETTERS TO THE EDITORS

CONTINUED

Sirs:

Why are these so-called intellectual
masterpieces dished up by so many
modernistic artists in such grotesque
and hideous form that the eye seldom
invites the mind to linger?

Take, for example, Picasso's *Girl
Before a Mirror*. What is a layman's
first impression apt to be? He sees the
sleeve of his grandmother's striped
swimming suit draped across the center
of the picture; Red Bird, the Na-
vaho boy, peeping through a porthole
at upper right; an amphibious-looking
flipper hanging in blah fashion across
the mirror with all the vitality of an
ivory backscratcher; a frozen mask of
Dracula's daughter hanging from the
wall on the left; some crudely done
circles, lobes and crescents which do,
admittedly, have rhythm and balance,
and a ghastly wallpaper for a back-
ground which a paranoiac paper hanger
wouldn't stoop to paste up. . . .

J. WILEY

New York, N.Y.

Sirs:

Anyone who called that girl "sen-
sual" must have been smoking reefers.

SIDNEY SHULMAN

New York, N.Y.

Sirs:

... It would be beautiful in silk crepe
made into a gown.

VIRGINIA HORTON

Evanston, Ill.

Sirs:

... May we suggest that *Girl Before
a Mirror* could be better named *Half-
Flayed Girl with Her Insides Out Viewed
through a Kaleidoscope*. . . .

GINO J. SIMI

Washington, D.C.

Sirs:

... My own immediate reaction to
the picture is that some poor girl has
become entangled in a freshly painted
revolving door. . . .

BERT MORRIS JR.

Hutchinson, Kan.

Sirs:

... Dr. Schapiro's analysis induced
this comment from an engineering
student: "I guess *Girl Before a Mirror*
is really more than a mere collection
of two-faced women throwing tennis
balls at each other."

E. L. KEELEY

Princeton, N.J.

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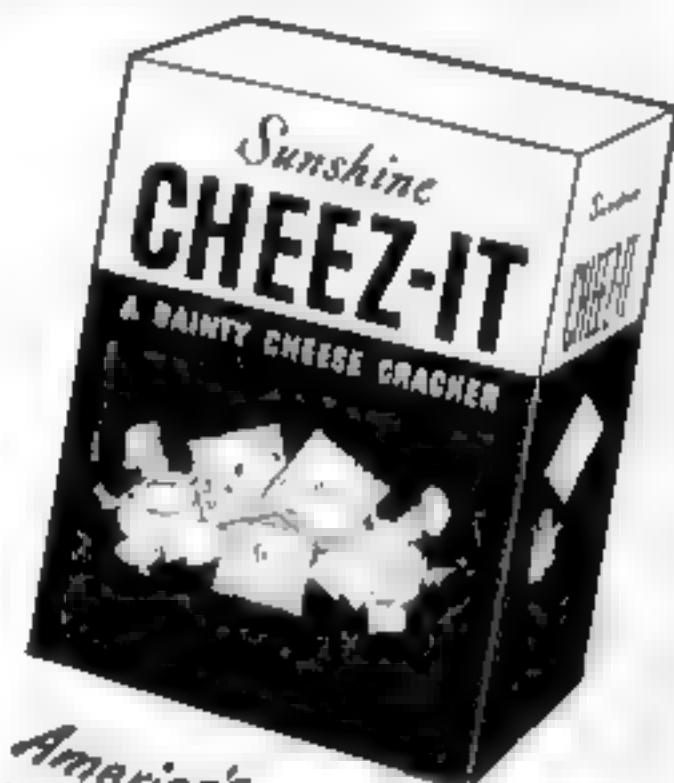
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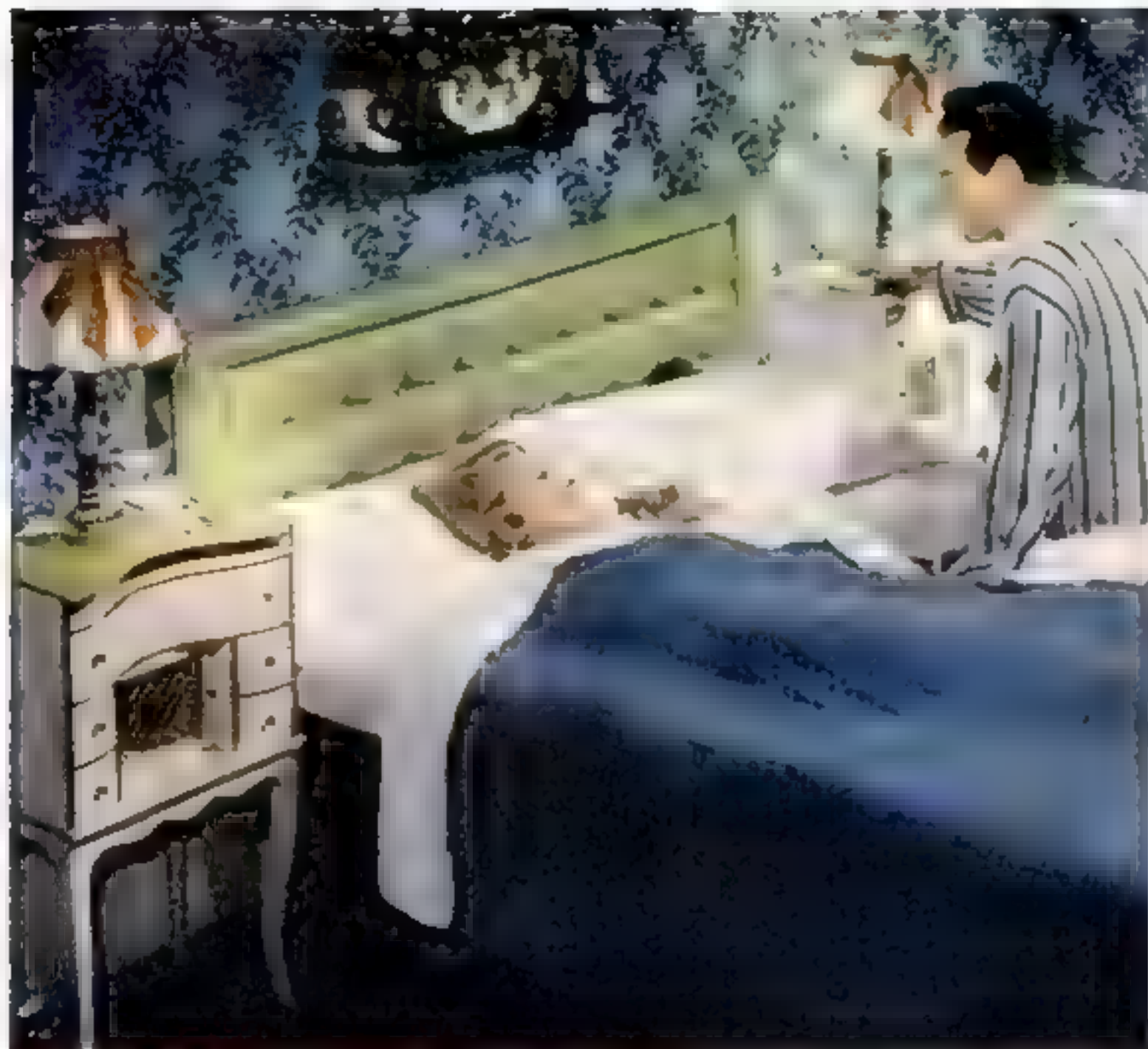


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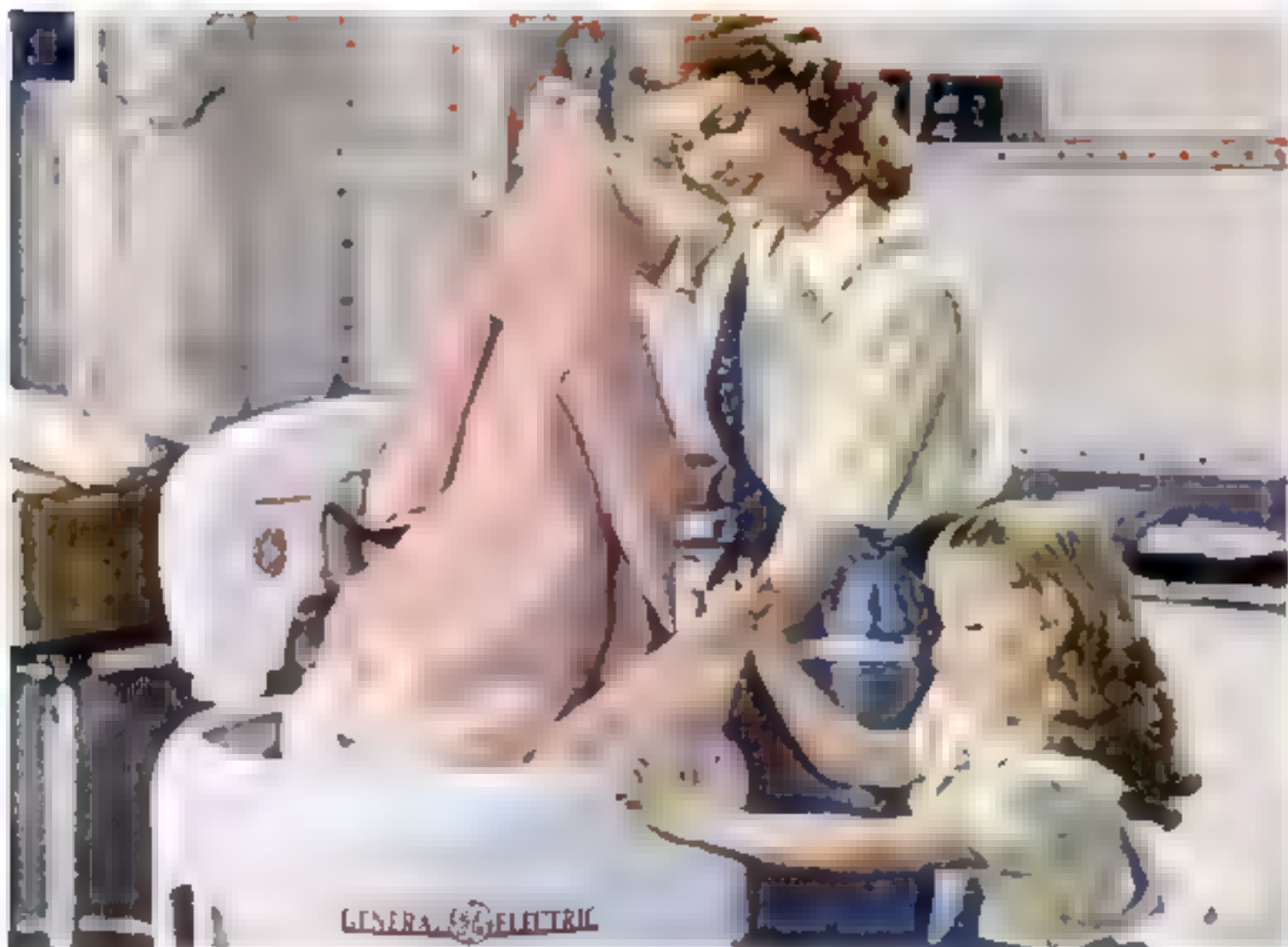


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The boyish-looking man on LIFE's cover, Lieut. General Lauris Norstad, exemplifies the youthfulness of the new Air Force generals (pp. 87-90) who, despite the fact that they look like dashing young airmen even at a desk, are serious, far-sighted executives. Their reign in the Air Force stems from the time Norstad and the then Lieut. Colonel Charles Cabell (now a major general and head of AF intelligence) became General Arnold's "spare brains" (p. 90) in World War II. Norstad, who has a wife and 10-year-old daughter, is youngest of the staff

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I retired at 55 with \$150 a month

... and I'm making more money than ever!

LIFE looks pretty exciting when you're retired—financially independent—at only 55. You've time to do the things you always dreamed of doing—dabbling at painting, or writing, or taking trips. Me—I've always liked to visit strange places and write about them. And that's what I am doing now in Central America.

I could never afford to travel on what I make by writing. But I've got \$150 a month coming in besides—a check each month, every month, as long as I live. It's my ticket to freedom, and a chance to do all the things most men only dream of.

Strangely, it wasn't till about fifteen years ago that I even *hoped* to be able to retire. I was forty then, and held a good job. I made a fair salary, but I never *could* save money. Then one day, back in June 1932, I went to our reunion at Ohio State.

Well, the talk got around to making money and saving it. Jim Waters, our "most-likely-to-succeed" classmate, said something, then, that I didn't forget. "It's not how much money you earn that counts, but how far you make it go. I'm not making a lot. But right now I've a way to retire that'll take me *only* fifteen years. I'll get an income guaranteed for life."

"What is it?" we all asked. And Jim told us it was called the Phoenix Mutual Retirement Income Plan. "It's specially planned," said Jim, "for men in their forties or younger. Figure it out for yourself. At forty, almost half your earning years are gone. Drifting along, just *hoping* you'll get something put by won't bring the checks in when you're tired of working—or the boss is tired of you. Me—I don't want to just live and work and die. I want to see some of this world."

I made a note of the name Phoenix Mutual. And when I got back to the office, I dropped them a card asking for details. Back came a booklet telling about Phoenix Mutual Plans. Yes, this was something I couldn't pass up.

Not long after that, I applied and qualified for a Phoenix Mutual Plan. What a feeling of security it gave me. I knew that along in 1947, I'd be get-



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HYDE AT WORK



BULL IS DISTRACTED with a red umbrella carried by a hula-skirted fighter named Wilbur Plauger at Merced (Calif.) rodeo. Hyde flops to his knees for a worm's-eye shot.



BULL'S INDECISION gives Hyde time to get set for a picture while Plauger skips out of range. Lying down in the ring is, understandably, bullfighting's most dangerous position.



BULL PURSUES HYDE from center of the ring after the picture has been taken. Hyde usually evades charging bulls by running in tighter circles than the bull can manage.



PIVOTING TO AVOID A WILDLY BUCKING HORSE, HYDE GETS READY

SPEAKING OF PICTURES...

... RODEO PHOTOGRAPHER RISKS HIS NECK FOR CLOSE-UP PICTURES



TO CUT BEHIND HIS SUBJECT FOR A FAST SHOT FROM THE REAR

The agile young man above is a 23-year-old University of California senior named Hawk Hyde, whose idea of a wonderful time is to spend an afternoon photographing bronco-busting and bullfighting—now a popular but dangerous form of comic relief at most U.S. rodeos—at the closest possible range. While more wary photographers prefer to record rodeo stunts from the sidelines with a telephoto lens, Hyde likes to get right in the ring with his subjects. So far this hazardous hobby has cost him seven serious injuries and uncounted minor bruises. This summer Hyde traveled 28,000 miles by jeep to 27 rodeos throughout the West, exposed himself to an estimated 700 bulls and took more than 1,500 pictures, some of which appear at right. On Sept. 19 Photographer Jon Brenneis got into the ring with Hyde at Merced, Calif. and took the pictures at left of Hyde plying his precarious trade. By that time Hyde was on his third camera, the two previous models having been shattered by uncooperative bulls.

HYDE'S BEST SHOTS



SIDEWAYS DEPARTURE from an unruly horse is illustrated by Gene Curtis, whom Hyde photographed in Odessa, Wash. This is called "picking a homestead."



DISENGAGED RIDER Slim Pickens, generally considered top U.S. rodeo bull-fighter, is better at fighting than riding. He taught Hyde rudiments of the game.



FLYING CONTESTANT was photographed by Hyde from a distance of 12 feet during a night rodeo in Idaho. Umbrella wicker tried to divert the bull's attention.



Here's why more men wear Florsheim Shoes than all other quality makes combined: from the smallest pure silk stitch and all-leather toplift, to the uppers of flawless selected calfskin, Florsheim uses only the finest of materials. The result is longer wear and lower cost in the end. Regular Florsheim wearers know this; new ones are learning it every day—as more and more men change over to the quality that is America's standard of fine shoe value.

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SPEAKING OF PICTURES

CONTINUED



ON HOOD OF JEEP, HYDE INSPECTS HIS BATTERED CAMERA

"IT ISN'T SAFE"

A frustrated comedy bullfighter himself ("They tell me I have everything it takes except the ability"), Hyde attributes the fact that he is still alive to sheer luck. He does, however, admit that there are a few tricks to the rodeo photographer's trade. Acknowledging that a camera is a poor substitute for a cape, Hyde often finds the bull going after him instead of the fighter. His advice to tyros: 1) never take your eyes off the bull, since the tough, smart Brahmas used in American rodeos never close theirs; 2) take a few lessons from an experienced bullfighter. After nine years of photographing rodeos Hyde considers himself the top authority on Brahma bullfighting as performed in American rodeos and claims to have the world's biggest collection of what he terms "close-in bullfighting pictures." If he survives next summer's picture-taking, which Hyde feels he needs to round out a book about bullfighting, he plans to write another, this one in blank verse. Its subject: bullfighting.



IN BULLFIGHTING COSTUME given him by Pickens, Hyde stands beside a horse trailer. In first attempt at bullfighting Hyde got finger stuck in bull's eye.



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WHEN you make a long distance telephone call, your voice would soon fade out were it not for vacuum tube repeaters. They give your voice a *lift* whenever needed—carry it clearly from coast to coast.

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The plant has its own steam generating, water softening and gas making plants and uses as much electric power as a city of 20,000.

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LIFE'S REPORTS



MARRIED AT LAST, ex-war prisoner Heinz Orschel and his English bride Joan smile wistfully after quiet wedding. Hostile villagers turned their backs.

HEINZ'S WEDDING

An ex-PW's courtship almost ends in tragedy

by FRANCES LEVISON

Heinz Orschel, a German ex-prisoner of war, had known many lonely days in his 22 years, but the loneliest and bitterest of all was his wedding day in England last month. On that day he married a Bedfordshire girl, and his neighbors in the little village of Wrestlingworth made it unmistakably clear that they did not welcome him as a family man settling down in their midst with an English bride.

Heinz was very much a child of Hitler. Only 7 years old in 1933, he was the youngest son of a chief clerk in a country hospital near Leipzig. At 14 Heinz became a serious soldier-in-training, a Hitler Youth. In 1943, when the Reich forces were spread over Europe, he put on a real soldier's uniform. His army career was brief. In 1944 Heinz, 18 years old, was captured by the Americans.

He spent the next three years on a captive's circuit, shuttled bewilderingly from France to America to Belgium and finally to England where, lonely and resentful, he found himself set to hard and unaccustomed work on the land.

By the time he was 21 Heinz had grown tall but he still had the erect carriage of long soldiering. The sun darkened his skin and bleached his already blond hair to a startling fairness. His eyes were very blue and his appearance was striking enough to catch the eye of any girl. But he had actually known very few. Often, when he waved from the back of the PW lorry, girls smiled and waved back. But if he and the other Germans wearing their PW diamond patches tried to talk to them, girls usually turned away.

One day in May as Heinz was working in a hayfield in Arlessey, 10 miles from Wrestlingworth, he saw a girl watching him from across the road. He stopped, rested his hands on his pitchfork and looked at her. After a few minutes she came over.

"You look tired," she said.

"I'm fed up," replied Heinz.

"Have some sweets," she said and held out her hand.

Heinz took the chocolate and studied her. She was small, with dark hair and almost pretty in a simple, country way. He asked, still a little dubiously, "Will you take me for a walk at dinnertime?"

Her name was Joan Brinkler and she took him home that evening to meet her family. The Brinklers were timid and friendly and offered him tea to drink with his cold PW ration of thick bread and sausage. Heinz soon formed the habit of stooping his tall, lean figure into the doorway of the Brinkler living room. For the first time since he had left his family in Germany he found a home and a family that opened its doors to him.

When the time came near for his release Heinz was torn with in-

CONTINUED ON NEXT PAGE

New! Improved! Richard Hudnut Home Permanent



This New Home Wave Keeps Your New Short Haircut Salon-Sleek!

Give your smart new short coiffure just enough wave for body... just enough curl on the ends to keep it a sleek, close cap...with the new, improved RICHARD HUDNUT HOME PERMANENT. Right at home...as easily as you put your hair up in curlers...you can give yourself this soft, salon-type permanent. You use the same type of preparations and the same improved cold wave process used in

the Richard Hudnut Fifth Avenue Salon for expensive permanents. Save money and tedious hours at the hairdresser...try this glorious home wave today! Price \$2.75; refill without rods, \$1.50 (all prices plus 30¢ Federal Tax).

It's 7 Ways Better!

- 1 Saves up to one-half usual waving time.
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- 5 Improved technique gives deep, soft crown waves... non-frizzy ends.
- 6 Only home permanent kit to include reconditioning creme rinse.
- 7 Two lengths of rods. Standard size for ringlet ends; extra-long for deep crown waves.





MEN'S U. S. ROYAL BLIZZARD GAITERS. Wool fleece lining. Cleated sole. Black or brown.

CONTINENTAL GAYTEES, for women and girls. K & W fastener. Black, brown, red, white.



*Score Again
for good health!*

CRENADIER GAYTEES, left, for girls and children. Over-the-shoe boots with top buckle strap for shutting out snow. Brown, red, white.

SPECTATOR GAYTEES for women and girls. Fleece lined boot for flat heels. K & W slide fastener. Fur cuffs. Brown, red, white.

U.S. Gaytees
Fashion Over-the-Shoe



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LIFE'S REPORTS CONTINUED

decision. His parents, living a difficult and bitter life in the Russian zone, wrote urging him not to come home to Germany. So Heinz applied for permission to work under contract on the land. He got a job on a cooperative farm, where he could earn a peak wage of £13 a week, found lodgings in the home of friendly Bill and Elizabeth Amey and their baby Susanne. He felt he might settle here for a time. One fine Sunday afternoon while visiting in Arlesey he asked Joan simply, "When shall we get married?"

Heinz knew of course that many villagers thought him strange and aloof. His accent was heavily German. And sometimes he spoke too bluntly when the others criticized Germany. When the men called him Harry, in friendliness, he replied with unintentional shortness, "Please, my name is Heinz. That is what I am called in Germany." He never went into the local pub, the Three Horse-shoes, when the other men stopped for their evening beer. He felt chilled when sometimes as he and Joan walked together he heard

muted jibes, "Go back to Adolf."

But Joan paid scant attention, so he shut his ears to the sly torments. They set their wedding for a Saturday afternoon.

Mrs. Amey enthusiastically took over the arrangements. She booked the village hall for the wedding afternoon and told Heinz and Joan to go ahead with their invitations to 35 friends and members of Joan's family in Arlesey and 10 people in Wrestlingworth.

Four days before the wedding Heinz walked up Church Lane after work happier and more relaxed than he could remember.



FRANK BRIM (left) and son Peter signed petition to ban the wedding.

As he entered the thatched house he knew something was wrong. Elizabeth Amey, bursting with hurt indignation, told him the news. A week before, gathering for their evening drinks at the Three Horse-shoes, a couple of young veterans and a few older British legionnaires had mixed their resentment into their beers and decided that a former Nazi had no business celebrating in the town memorial, that it would be disrespectful to the two boys of the village who had been killed in the war if he held his wedding party there. By now petitions were going around three parish villages with printed protests to the Saturday party as "an insult to our fallen comrades," and many names, names even of farmers who worked with him every day, were being scrawled on it.

That night Heinz slept little. He felt a hostile world closing in on him. There was no future for an ex-Nazi in Germany. Could he find one in Wrestlingworth? Or anywhere?

The next evening he made a special journey over to Arlesey, to release Joan from her engagement to a German. Tearful and loyal, she refused to listen. All the Brinklers rallied round and assured Heinz they were proud to have him in the family. Awkwardly, Bill Brinkler, Joan's taciturn father, made an unaccustomed speech, "If that is democracy they can have it." Kindly Reverend Bevan, who was to marry them, gave heartening counsel, "I'm all for the marriage. Heinz will work hard to provide a good home. The war is over." Reassured, Heinz returned to Wrestlingworth, and there he learned that only 120 names from three parish towns appeared on the petitions. Old Jim Bartle who had lost his son Bert in a raid over Germany spoke for others who were ashamed. "Heinz is a good boy. Give him a chance. Petitions start wars. I won't sign." So Heinz and Joan decided to go on with their wedding. But they told the invited guests that there would be no party.

On the wedding afternoon the bridal couple, shaken and a little frightened, stood up together in the Arlesey church as the Rev. Mr. Bevan married them in the simple Episcopal service. Joan's family clustered in three front pews and the church was empty except for a few of Arlesey's curious, who crept in and sat at the back to watch. After the ceremony four family cars, decked out in bouquets and ribbons, drove over to Wrestlingworth and, moving quickly past the empty Memorial Hall, pulled up to the Amey's cottage for a subdued family tea. The villagers of Wrestlingworth affected intense interest in a desultory football game.

Heinz, and now Joan with him, was learning that they must live a careful and uncertain life. Even on their wedding day, sifting through the pile of congratulations that arrived at the thatched cottage, Heinz came upon two anonymous greetings: "It was quite right what the ex-servicemen done. . . ." "... Remember the Germans are the greatest enemy of Englishmen and we shall see that they suffer."

QUAKER OATS HELPS GROW

"Stars of the Future"

Doctors say the more often youngsters eat a good oatmeal breakfast, the better they grow



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Quaker Oats
and
Mother's Oats
are the same

QUAKER OATS





ON A PRESIDENTIAL ROSTRUM TRUMAN SPEAKS AT OKLAHOMA CITY FAIRGROUNDS



HOLDING HIS WRISTWATCH ON THE PODIUM, DEWEY SPEAKS AT HELENA, MONT.

LIFE

Vol. 25, No. 18 November 1, 1948



AS TRUMAN'S TRAIN STOPS IN DANVILLE, ILL., THE LOCAL CITIZENRY CLIMBS ON ROOFS AND TOPS OF BOXCARS TO GET A BETTER LOOK AT THE '48 CAMPAIGN

CAMPAIGN WINDUP

VOTERS HAVE CUT THROUGH THE HOOPLA TO MAKE DECISIONS ON MEN AND ISSUES

In its own peculiar way—so baffling to all foreigners—the U.S. was getting ready to go to the polls. Soon the last speech would be made, the last whistle stop visited, the last tuba put away and the last fish fried. Then the U.S. people, after their quadrennial splurge of handshakes and hoopla, would pull back the curtains of the voting booths and mark their ballots according to their convictions and their consciences.

What, if anything, had the campaign proved? To a casual observer the answer might seem to be: almost nothing. Heard from afar the speeches sounded as if Dewey and Truman were in remarkable agreement on all the issues of the day except the Taft-Hartley Act and price controls. Viewed from close up the campaign often seemed like a race to see who could shake the most hands, rub the most elbows and deliver the most glowing endorsements for virtue and for motherhood.

Yet this, since before the time of any man now alive, has been the American way—and it makes much more sense than any outsider can ever realize. True, the tradition of U.S. politics had forced Dewey and Truman to be

indefatigable, exhibitionistic, indiscriminate about their bedfellows and unembarrassed about uttering the most ancient clichés (pp. 34, 35). But in the process they had given the voters a good look at themselves—and to the U.S. man in the street, who is still inclined to judge his fellows by what they do rather than by how they talk on Sunday, this is important. The acquainting process had also worked in reverse. By traveling up and down and across the nation, the next President had acquired a useful knowledge of what makes the U.S. tick—and what it hopes and fears (pp. 36, 37).

Even on the issues the campaign had involved much hard thinking and painfully reached conclusions. The U.S., as of the autumn of 1948, had some priceless assets, some still unsolved problems and some serious forebodings about the future. Under the two-party system all these things had been discussed obliquely and with much backing and filling. Yet the answers had been found: the U.S. was about to ditch Truman and take Dewey for reasons that involved the brain as well as the emotions. And the next President would find his ideas in tune with those of a great majority of his people (pp. 32, 33).

Article II, Section 1, Clause 2 of the United States Constitution shall be interpreted as follows: No person shall be eligible to the office of President who shall not have attained to the age of thirty five years, and be seven years a citizen thereof, and be born in the United States.

SIMPLE QUALIFICATIONS FOR PRESIDENT ARE SET OUT IN ORIGINAL COPY OF CONSTITUTION, BY CUSTOM TODAY HE MUST ALSO BE A DEMOCRAT OR REPUBLICAN



A BUTCHER GIVES HIS CUSTOMERS THEIR FIRST GOOD NEWS IN FIVE YEARS

SOME CAMPAIGN FACTORS

Voters ponder harvest, prices, U.N. and labor

The state of the nation always helps create the shape of the campaign; it is impossible to understand the election without looking at the land. The U.S. has just had its best harvest in history (*right*) and yet relief from high prices, such as the butcher above is offering, is still the rarest and best news of all. The U.S. is perhaps more intensely patriotic than ever before in its history, yet some citizens still boggle at the thought of a peacetime draft (*opposite page*). It has not yet solved its Negro problem or all of its labor problem; it worries over the success of the U.N. Roosevelt is just now becoming a name that can be uttered without raising blood pressures. Yet the U.S. is miraculously united on most of its issues—and oddly enough it has made up its mind under a two-party system that outside observers consider the exact opposite of intelligent debate.

It is often hard even for an American to tell a Republican from a Democrat without a program. There are Democratic senators who have almost never voted for a bill sponsored by Roosevelt or Truman, and a few Republican senators who usually vote on the side of the Democrats. But still the issues get debated—within the parties as well as between them. The voter makes up his mind slowly, but having groped his way to his conclusions he is inclined to stick to them. Dewey's victory will mean that a great majority of the voters held some or all of these opinions even before the campaign began: 1) the Republicans are the party of free enterprise, which is the best economic system, 2) the Republicans offer the best talent and the strongest convictions in administering foreign policy, 3) the Democrats have coddled labor too much, 4) the Democrats have been too lax about domestic Communists and 5) it's time for a change.



ABUNDANCE OF U.S. HARVEST IS SHOWN BY THESE BRIMFUL WAGONS OF CORN



SEGREGATION problem results in odd compromise at University of Oklahoma, forced by the courts to let G. W. McLaurin (*foreground*) enroll for Ph.D. courses. He sits in anteroom off regular classroom.



LABOR is mostly quiet but is conducting one big strike of West Coast longshoremen led by Harry Bridges (*standing*), who is conferring here with Seattle lieutenants. The strike, now two months old, is backed by President Philip Murray of the national C.I.O.



THE ROOSEVELTS become less and less controversial as son John, 32, helps dress a store window for opening of his new department store in Beverly Hills. He is president of the \$205,000 company.



WAITING TO UNLOAD THEIR WEALTH INTO AN ELEVATOR AT NEW LEBANON, IND.



UNITED NATIONS, in which most Americans devoutly believed in 1945, now seems to many of them to be in about the same shape as this New York City site for its headquarters—some of the ground has been cleared but the structure is not yet started. But Congress has appropriated the money and U.N. will soon have at least a building.



DOMESTIC COMMUNISM, which most Americans tended to ignore until recently, has become such an issue that these seven Communist leaders, along with five others, have been indicted on charges of conspiring to overthrow the government. But many citizens are uneasy about where suppression of Communism ends and witch-hunting begins.



PATRIOTISM is such a strong emotion in 1948 that thousands of people have stood in line—as Clevelanders are shown doing here—to examine the documents in the Freedom Train. This is the one great issue on which only the Communists are out of line—Americans believe their country is the freest in the world and they intend to keep it that way.



THE DRAFT, something which Americans hoped for a time they would never have to witness again, starts all over again as the first group of New York City's peacetime draftees marches to a physical examination. The problem of how many men to force into the Army and how much armament to buy will be one of the new President's greatest headaches.



CANDIDATE DEWEY ASKS HIS OLD OWOSSO NEIGHBORS, "DID YOU EVER SEE ANYBODY AS LUCKY AS I AM? (I'VE GOT THE MOST WONDERFUL MOTHER AND THE MOST

CAMPAIGN CUSTOMS

THEY PERSIST BUT WITH 1948 ANGLE

Throughout the campaign Dewey and Truman have followed the hallowed rules of U.S. politics—they have shown off their wives, their families, their Legion caps or lodge buttons and their high regard for youth, virtue, clean air and happy babies. They have also buried some once bloody hatchets—Truman has re-embraced ex-Mayor Hague and Dewey

has tried his best to help re-elect Senator Joe Ball, who was his outstanding deserter last time. This is a common thing in politics—which is the science of inclusion rather than exclusion—but in 1948 it has had a deeper meaning. To avoid a Democratic Senate, with Democratic committee chairmen eager to hamstring a bill or start an investigation, Dewey



PARTY PATRON Thomas J. Watson, president of International Business Machines Corp., gets a warm greeting from Dewey as they meet at dinner in New York.



TOWER OF STRENGTH Arthur Vandenberg, one of G.O.P.'s greatest assets, shares platform in Michigan, adding his vote-getting power to Dewey and ticket.



STRANGE BEDFELLOWS in Illinois, Governor Green and Senator Brooks, chat gaily with Dewey although they speak for his enemy Colonel McCormick.



COATTAIL RIDE is given by Dewey to Joe Ball (right), who is having trouble being re-elected to the Senate in Minnesota, even though Ball renounced Dewey in '44.



WONDERFUL WIFE AND BOTH ARE HERE WITH ME"

needs the reelection of the renegade Ball and also of Truman's C. Wayland ("Carly") Brooks—even though Brooks is likely to vote against him on every foreign policy issue. And the more harmony that can be secured in the party as a result of election favors, the easier it will be for Dewey to keep the new administration united for the rough spots ahead.



CANDIDATE TRUMAN PUTS ON OVERSEAS CAP WITH HIS FELLOW LEGIONNAIRES AT THEIR MIAMI CONVENTION



RIDE IN REVERSE—sought by Truman in Minnesota as he gets himself seen with Ball's opponent, Hubert Humphrey (right), who is extremely popular in state.



BOSS-BEATER gets a hand from Vice Presidential Candidate Barkley. Democrat Estes Kefauver (right) won senatorial nomination over Boss Crump's man.



A BOSS gives and gets help as Truman joins hands with ex-Mayor Hague for parade through New Jersey—even though Hague tried to beat him at convention.



A ROOSEVELT, in this case son Jimmy, appears on train platform with Truman in California. A picture like this can help to win votes from disaffected New Dealers.



AT A WHISTLE STOP Dewey talks to nearly 100 residents of Wolf Creek, Mont. The population of his campaign train at the time was 147, including the candidate's official party, newspaper reporters and photographers. The entire population of Wolf Creek numbered only 110 at the last official census.



IN THE ROCKIES Dewey stands at the edge of Yellowstone Canyon (above). Below, he helps break ground for a \$28 million housing project on New York City's lower East Side. In all, Dewey has traveled more than 47,000 miles since he began his campaign last year and has visited 34 of the 48 states.



Campaign Windup CONTINUED



AUTOMOBILE CARAVAN TAKES DEWEY TO COUNTRY NO TRAIN REACHES

QUEST FOR UNITY

KNOWING THE PROBLEMS AHEAD, DEWEY TRIES TO SOLIDIFY WHOLE U.S. FOR HIS PROGRAM

If the 1948 campaign has seemed to have less fireworks than usual, it is because Dewey has known all along that he would win. He also knows that the thought of being President for the next four years is in some ways an appalling thing. There is bound to be some bad medicine ahead—perhaps still higher prices, perhaps a recession, certainly a big arm's budget, certainly some anxieties if not tragedies in the diplomatic field. As the man who will have to spoon out the medicine to the public, Dewey has campaigned even harder for national unity—for all the confidence he can win from the American public—than for votes. By traveling widely and discussing regional problems he has made himself look and sound like a President of the West Coast, the Midwest and New England as well as of the District of Columbia. He has also tried to define the issues in general terms with which most men can agree. This has reduced the excitement—but at some time in the next four years Americans are likely to be pretty happy that they aren't mad at one another.



AT BONNEVILLE DAM Dewey talks federal power projects with District Engineer Theron Weaver. Although Truman calls him a foe of conservation, Dewey has spoken strongly and often about our natural assets.



THE NEXT PRESIDENT TRAVELS BY FERRY BOAT
OVER THE RAGGED WATERS OF SAN FRANCISCO BAY

ELECTION TIME

IT FINDS AMERICANS CALM ABOUT MOST THINGS, UNEASY ABOUT SOME, AND BLESSED WITH A DEMOCRACY THAT WORKS

This week on this page the editors of LIFE invite one and all to join them in a job that comes only once in four years. The occasion is the 41st election of a President of the U.S., and the task is to strike some measure of the America that is about to speak at the polls. The question is not how the vote will go, but what is going into the voting.

Suppose, then, that you are with us in our offices in New York. Here at hand are the tools of our presumptuous trade: the dispatches, dittoed in purple type on cool white paper, from our correspondents in Washington, on the campaign trains and around the country, all reporting with a rather fearsome certainty what they have seen and heard; other magazines, newspapers, clippings, memoranda laden with the knowledge, impressions, imaginings, prejudices, reasonings of the political and journalistic hosts who have tried to read, nearby or from afar, the upturned face of American democracy in this year of its recurrent miracle. Somewhere in mind and heart as you seek the elusive approximation of truth is the compounded image of your own America, informing your eye and conditioning your appraisal of what you are told. Uncertain, yet required by your task to discourage any appearance of uncertainty, you get to work.

Here, in a report from your man with Dewey as he campaigned through Missouri and Oklahoma, is a sudden note of music—the wonderful music of American place names: Vinita, Claremore, Tulsa, Sapulpa, Bristow, Shawnee, Holdenville. And with the music a brief vision of living American faces, prosperous, amused, expectant but not demanding, and—you see it in one fortuitous word—*diverted*. Satisfied, rewarded? Your man guesses so, hearing a woman in the crowd at Monett say to another, "I think it's good for the kids to see anything that comes along. I think it's only right." Maybe that is not exactly what Mr. Dewey hoped for, but it is probably enough for his purposes. Yes, and enough for you, as your mind's eye follows the train down the diminishing track, across the fat and vigorous land (remind your man not to say "fat and lazy," because it isn't).

A Change in the Scene?

The word "apathy" occurs so often that it rates more than passing attention. Practically all of the touring experts, including your own, report that the people are apathetic, and you acquire an impression of a populace lost in some laggard dream, uncaring who wins the election and preparing to do its voting more out of boredom than interest. You ring that word with a red pencil, and then mount a question mark over it. Apathy? If that is so, what's all this about registration figures: up from 1944 in New York State outside of New York City, California, Ohio, Massachusetts, Illinois, Indiana, Connecticut, just about everywhere, and it looks like the national vote will run around 55 million, the biggest total in history. Apathy? No—you pencil it out and search for a better word. Your researcher, a young woman whose delightful duty is to challenge "facts" and de-

molish assumptions, announces with her usual and absolute authority that the people are not apathetic—they are *calm*.

In this of all years, why *calm*? How can that be when the internal issue is so clearly whether to end the 16-year rule of a party which is tired, disorganized, infertile of men and ideas, and led by a President whose small virtues do not conceal his large ineptness? And when the external issue is so clearly whether the U.S. is to provide adequate leadership in a free world, which only America can lead and sustain, at a time when mistaken leadership could so easily bring total disaster? Yes, this takes some thinking. The experts tell you it's the candidates—neither Truman nor Dewey touches the hearts and arouses the enthusiasms and enmities of the voters. But that is not sufficient: preferences, although expressed without passion, are surely deep and strong, else the polls would not show such wide electoral margins for Dewey, and Truman's defeat would not be so generally expected. Could it be (you wonder) that the years of Roosevelt, war and Truman have accomplished changes in American life and circumstances which account, at least in part, for the quality of calm?

Working Agreement

Consider foreign policy. A colleague suggests that the domestic factor mainly shaping U.S. foreign policy this year is the "unified attitude" of the American people toward the rest of the world. "Unified attitude—good phrase" goes down on your scratch-pad, and you go on from there. You compare the present state of unity on this score with the tearing tensions and uncertainties of the Roosevelt '30s ("quarantine," "America first," "short of war," "half in, half out") and reasonably conclude that, with the general acknowledgment of America's place and duties in the world, one focus of dispute and acerbity has vanished.

Look inward. The party platforms, the candidates' speeches, the campaign reports tell you that the American people have come to a working agreement on the place of national government in common and local life. Governor Warren, Mr. Dewey's running mate, has been saying in various ways that any federal government these days must do certain basic things—the only issue is which party will do them better. The farmers give no special credit to Mr. Dewey when he promises to continue federal price supports—"He's got to." As for the workers, they are in remarkably little stew over the restrictive provisions of the Taft-Hartley Act, and they hear without particular surprise or gratitude that Mr. Dewey decries the criminally low minimum wage decreed by the Democrats and proposes to raise it. The farmers and workers know very well that no President nowadays is likely to announce that farm prices and wages are none of the federal government's business.

Even so, some people are worried because there is so little basic conflict in the Republican and Democratic domestic programs ("Why hell, that Dewey is just a New Dealer"). Where are the mighty struggles of the '30s over NRA,

martyred pigs, a minimum-wage law, and the heats and hatreds of the Roosevelt campaigns? Now it is easy to see that these controversies accompanied the process, completed for better or for worse, by which the national government's role and responsibilities were established and accepted. Exercising the editor's inalienable right to be contrary, you note that Messrs. Dewey and Warren, or their children, may some day regret that this proposition of federal all-ness was not more gravely questioned in 1948. But in your box score all you can do is record it as a transcendent fact of the American scene. Does it suggest that some vital spark has gone out of American life and politics? Probably not—the American people still retain their ability to argue.

A Common Realism

Ticking over your notes, you perceive that so far you have constructed an America of unbroken calm and happiness. That, of course, is not correct. Your readers never let you forget that the American people are worried about war, about high prices and about what you have been pleased to call their "yen for moral certainty." Yet, on reflection, you have no great apology for leaving these things to the last. Perhaps the meaningful fact is not that the American people worry about war, but that they have accepted the possibility of war. And this common realism serves to lessen if not remove one of the major sources of political and spiritual tension. You are entitled to hold that in the South the most interesting fact is not that there is a row over civil rights, but that many thousands of Negroes will vote openly and freely next week. In a period of full employment, high pay and high prices there is still a widespread sense of personal insecurity ("You can't save any money these days"), and our politicians and economists should pay attention to it. But, for the purposes of your box score, the significant fact is that pressures so closely affecting so many millions of Americans have not aroused national passions and produced popular demands for extreme solutions.

Maybe, in the last analysis and your last paragraph, the innermost fact about American democracy can be stated in a very simple sentence. It works.

PICTURE OF THE WEEK: ➔

With movie production in a slump, Hollywood is not making its stars work hard enough to keep them out of mischief. Last week Actor Robert Walker provided a spirited performance (*opposite*) in a police station after he and a girl companion had been arrested for drunkenness. "Why, I've been drunk for 25 years," said the 29-year-old actor, reminding movie fans of Robert Mitchum who, when arrested recently, said, "I've been smoking marijuana for years." (Later he charged: "frame-up.") But Walker went on to make a gallant defense of his companion. "This lady," he added, "is certainly not drunk. . . . She could drink this whole jail full of liquor and not get drunk." His fine: \$50. Her fine (because she was driving): \$150.



STILL DISHEVELLED AFTER TRYING TO FIGHT LOS ANGELES POLICE,
ROBERT WALKER SNAPS FINGERS AT DRUNKENNESS CHARGE



BEFORE THE GAME, THE REFEREE INSPECTS A PLAYER'S TAPE

ARMY STARTS ROLLING AGAIN

It beats Cornell in top game of a big football week

Last Saturday afternoon Americans forgot about major crises and turned to ones they could watch on hundreds of grassy 360- by 160-foot rectangles all across the land. They were more interested in Michigan vs. Minnesota, Princeton vs. Columbia, and Prairie View vs. Arkansas State than they were in Truman vs. Dewey or Vishinsky vs. Marshall.

Among the nation's big games the Army-Cornell one was the biggest. Both teams, midway in their schedules, were undefeated and untied. Both had beaten some rugged opponents. Cornell was the sentimental favorite because it is a team overdue for a comeback. But the football fans were also very much interested in the first big league team Army has produced since the days of Glenn Davis, now a mere second lieutenant serving in Korea and Doc Blanchard, a second lieutenant in the Air Force. Thus the biggest crowd in Cornell's history (31,000) streamed into Ithaca, N.Y. to take a look. They soon saw that Army was again a bone-crushing, ruthless outfit and that Cornell, if it was going to have an undefeated season, would have to have it some other year.

Army's unquestioned superiority lay in the brilliant quarterbacking of Arnold Galiffa, the hard running Bobby Staart and Gil Stephenson, and in the brutal strength of its linemen. Even though Cornell stood up boldly at times (below), the game was never close. But for American crisis-watchers it was fine. It had a beginning, a middle and an end, which is more than they could say for the other crises available during the week. The final score: Army 27, Cornell 6.



AS THE GAME STARTS, ARMY (FOREGROUND) KICKS OFF TO CORNELL. SPECTATORS



IN TWO SHOTS AT THE GOAL FROM THE ONE-YARD LINE, ARMY QUARTERBACK GALIFFA AND FULLBACK STEPHENSON ARE STOPPED DEAD BY CORNELL'S DESPERATE LINE



HIGH IN THE CRESCENT-SHAPED STAND AT LEFT CAN LOOK DOWN ACROSS CORNELL'S MAGNIFICENT HILLSIDE CAMPUS TO LAKE CAYUGA IN THE VALLEY BELOW



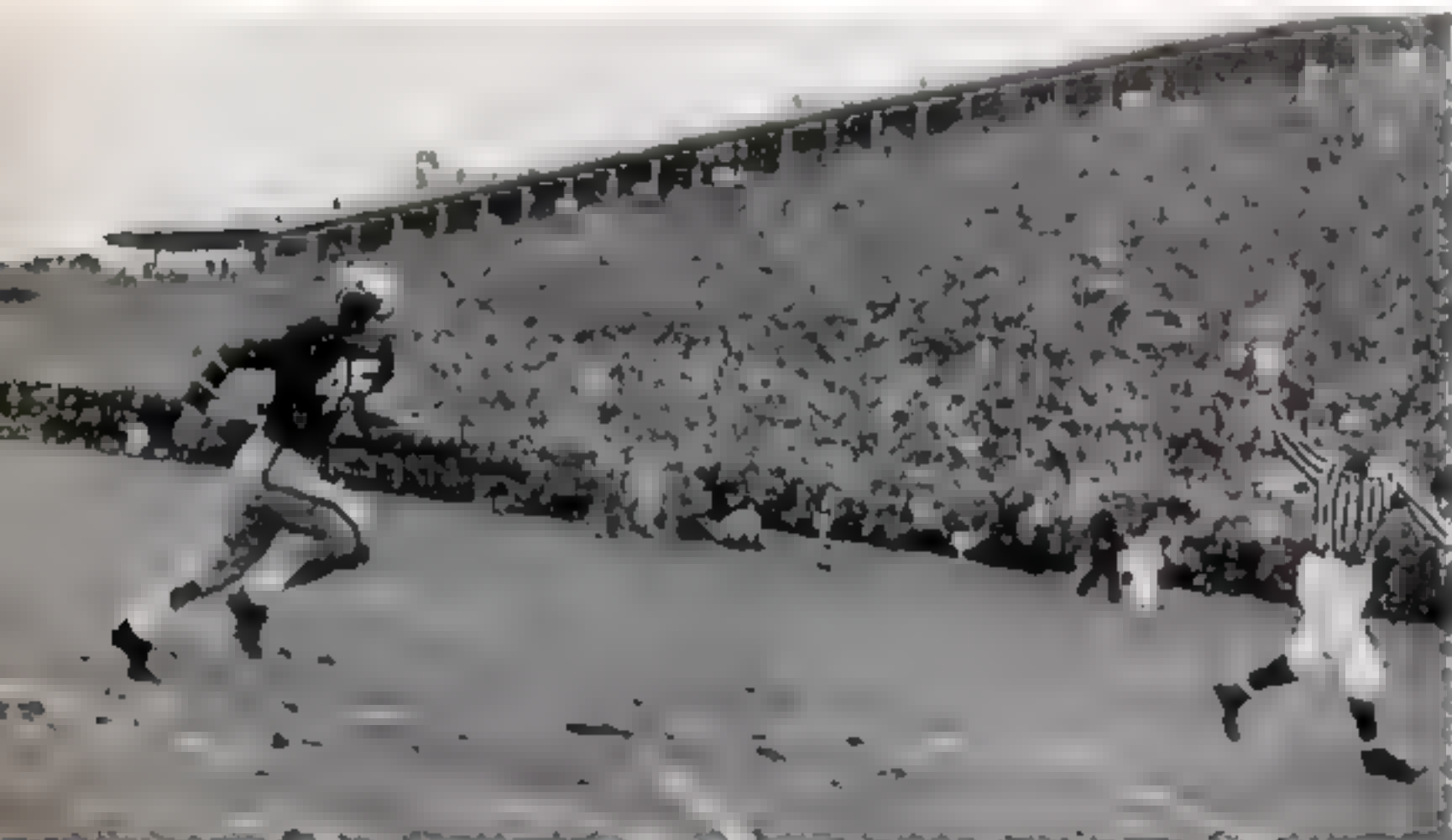
ON THIRD TRY STEPHENSON IS STOPPED AGAIN, BUT IN THE END CORNELL'S THRILLING GOAL LINE STAND FAILS AND KUCKHAHN DRIVES THROUGH FOR TOUCHDOWN



ARMY SCORES midway in the third quarter as fullback Gil Stephenson drives over Cornell's goal line. All four of the cadet touchdowns were made on short, savage power plays like this one in which the Army's hard charging line opened up a tank-sized hole.



CORNELL'S LONGEST GAIN is made by Frank ("Moose") Miller (above, center), who raced 55 yards behind excellent blocking to Army's 21-yard line. This run set up Cornell's touchdown which halfback Miller scored four plays later on an end run (below).



CORNELL'S ONLY SCORE is made by Moose Miller (above) out in the clear on an end run from the two-yard line. Below: "platoon system" employed by both coaches puts 31 players on the field at one time as offensive and defensive units change places.



Army vs. Cornell CONTINUED



ARMY'S TOP GROUND-GAINER (131 yards in 18 attempts) Bobby Stuart plows through line with one tackler clinging to him as teammate Jim Cain (45) blocks another.



CORNELL CATASTROPHE occurs in second quarter when 22-year old halfback Hillary Chollet, Cornell's best offensive back, is carried off field after injuring his ankle.



CORNELL INTERCEPTS PASS when Bob Dunston (47) bats an Army aerial into the hands of teammate Bob Dean (16). Cornell then marched 25 yards but failed to score.

RUGGED LINEMAN WILLIAM YEOMAN,
CAPTAIN OF THE RUGGED ARMY TEAM,
TAUNTS CORNELL AS GAME NEARS END





SHOES IN HAND, MEXICAN FARM LABORERS WADE RIVER BETWEEN JUAREZ, MEXICO AND EL PASO, TEXAS AFTER U.S. IMMIGRATION BRIEFLY LOWERS LEGAL BARS



U.S. BORDER PATROLMAN WATCHES BENEVOLENTLY AS "BRACEROS" GET INTO TEXAS TRUCKS

TEXAS ENTRY

High wages lure Mexicans across the Rio Grande

On the border between Mexico and Texas the water was low in the Rio Grande. Autumn had brought a farm labor crisis: cotton and sugar beets were ready for harvest, but Mexico had not provided the *braceros* (farm laborers) needed across the Rio Grande. The official reason was Texan "discrimination" against Mexicans, but Mexico's government also feared inflationary effects if it let *braceros* without limit go north and return with Texas wages in their pockets. Texas growers went to Grover C. Wilmoth, U.S. Immigration Service chief at El Paso, for help. Soon word reached waiting *braceros* at Juarez that anyone wanting work should wade. By nightfall the river bottom was rutted with Mexican footprints.

In El Paso over 5,000 *braceros* were rounded up for illegal entry and promptly "paroled" to pick crops. Then Wilmoth ordered the invasion stopped. But Mexico protested that a U.S. official had violated the U.S.-Mexico labor agreement signed last February. The *braceros*, who will go home richer late this fall, were unconcerned.



BAVARIAN GUARDS WATCH SYMPATHETICALLY AS SUDETEN GERMAN GROUP CROSSES CZECHOSLOVAKIA'S BORDER IN DARKNESS, IN FLIGHT FROM COMMUNIST RULE

CZECH EXODUS

Red rule, hard times bring flight to Germany

On the border between Czechoslovakia and the U.S. zone of Germany nothing had changed with fall but the leaves. Some thousands of Czechs were still trying desperately to leave something they do not like—Communist rule. The future was not clear, but in the world in which they live it is of secondary importance what lies ahead. By the estimate of refugee organizations at least 12,000 Czechs, including Sudeten Germans, have fled their land since the Communist coup of last February in Czechoslovakia. About 4,000 are in refugee camps in southern Germany, another 1,000 in the U.S. zone of Austria and 2,000 more in Italy. Perhaps 1,500 have left Europe for the U.S. or other new homes.

Last week pictures of refugees who sought escape during October reached the U.S. Once past Czech border guards, danger of capture is over. German police usually point way to safety and shelter. In refugee camps pack-laden travelers rest before taking up the weary shuffle again, toward the something better that they think is ahead.



WHEN THEIR ESCAPE IS COMPLETE, REFUGEES BUILD CAMPS IN THE WOODS AND RELAX



AT NIGHT, IN PERSHING SQUARE "TIMES" PHOTOGRAPHER GOT THIS PICTURE OF SIX RATS ENJOYING SOME LEFTOVER PIGEON FOOD ON A COPY OF THE "TIMES"



BY DAY Angelenos stroll calmly through the rat-infested park. This was before they knew about the rats.

CALIFORNIA CLEANUP


Los Angeles newspaper discovers hordes of rats in a downtown park

Pershing Square in downtown Los Angeles is a palm-festooned municipal park frequented by day by pigeon-feeders, garrulous members of the "spit 'n argue club" and newspaper readers. On Oct. 12, however, there was more activity in the park than usual. Newspaper readers looked at some pictures in the *Los Angeles Times*, peered under their benches, glanced furtively into the palms and promptly left the park. The pictures graphically showed that Pershing Square is alive with rats.

The park was finally taken over by an antirrat brigade, armed with bait (bacon, crushed almonds), poison and rat traps. Filling holes in the ground with cyanide and flogging rats back with rubber hoses when they came out, the troopers announced an extermination campaign. The campaign would not only be rough on rats. Because they feed on crumbs pigeons miss, pigeon feeding was curbed.



RAT TRAP, hard to provide slippery footing, is placed around palm trees to keep rats from nesting in foliage.



Back again! . . . plenty to go 'round
for the first time since the war . . . so—

*They're coming back
to Campbell's*

**Millions are again making
Campbell's first choice**

Fresh-Tomato Flavor—that's what people want in their tomato juice. That's what they get in Campbell's. Back before the war, when Campbell's was in full supply, folks made it the *largest-selling tomato juice in America*. Now that it's in full supply again, they're coming back to Campbell's.

You can taste the difference—because Campbell's is the fresh-pressed juice of the world's finest tomatoes—tomatoes specially grown for Campbell's, and for you. This is fresh-tomato flavor at its best.



Campbell's
TOMATO JUICE

Fresh-Tomato Flavor
—that's why folks choose Campbell's
LOOK FOR THE RED-AND-WHITE LABEL

Make your proudest Apple



How to do it in half the time with **Apple Pyequick...**
crisp apple slices and pie crust mix—all in one package



Betty Crocker SAYS:

"The apples come sliced, the pastry comes mixed—
Was ever a pie so easily fixed?"



YOU DON'T PEEL APPLES! You get the equivalent of about 2 lbs. of choice apples in the Apple Pyequick package. Simply open package, empty the carton of crisp apple slices and spice into a bowl and add water. Almost instantly, the natural juicy freshness of these prize apples is awakened. Sweet or tart as you please—just add sugar.



YOU DON'T CUT IN SHORTENING! The other carton in your Apple Pyequick package takes care of that ticklish chore, too. It contains pie

crust mix—a perfect blend of Gold Medal Enriched Flour, salt and pure, creamy shortening—enough pastry for a full 8-inch pie. Apple Pyequick pastry can take a lot of handling, too... comes out tender and flaky every time.



NOW LOOK AT THE CLOCK—

In less than 15 minutes, your fragrantly spiced, homemade apple pie is ready for the oven. No wonder Betty Crocker gets so many enthusiastic letters about the grand pies everyone's making with Apple Pyequick!

Betty Crocker is a trade name of General Mills

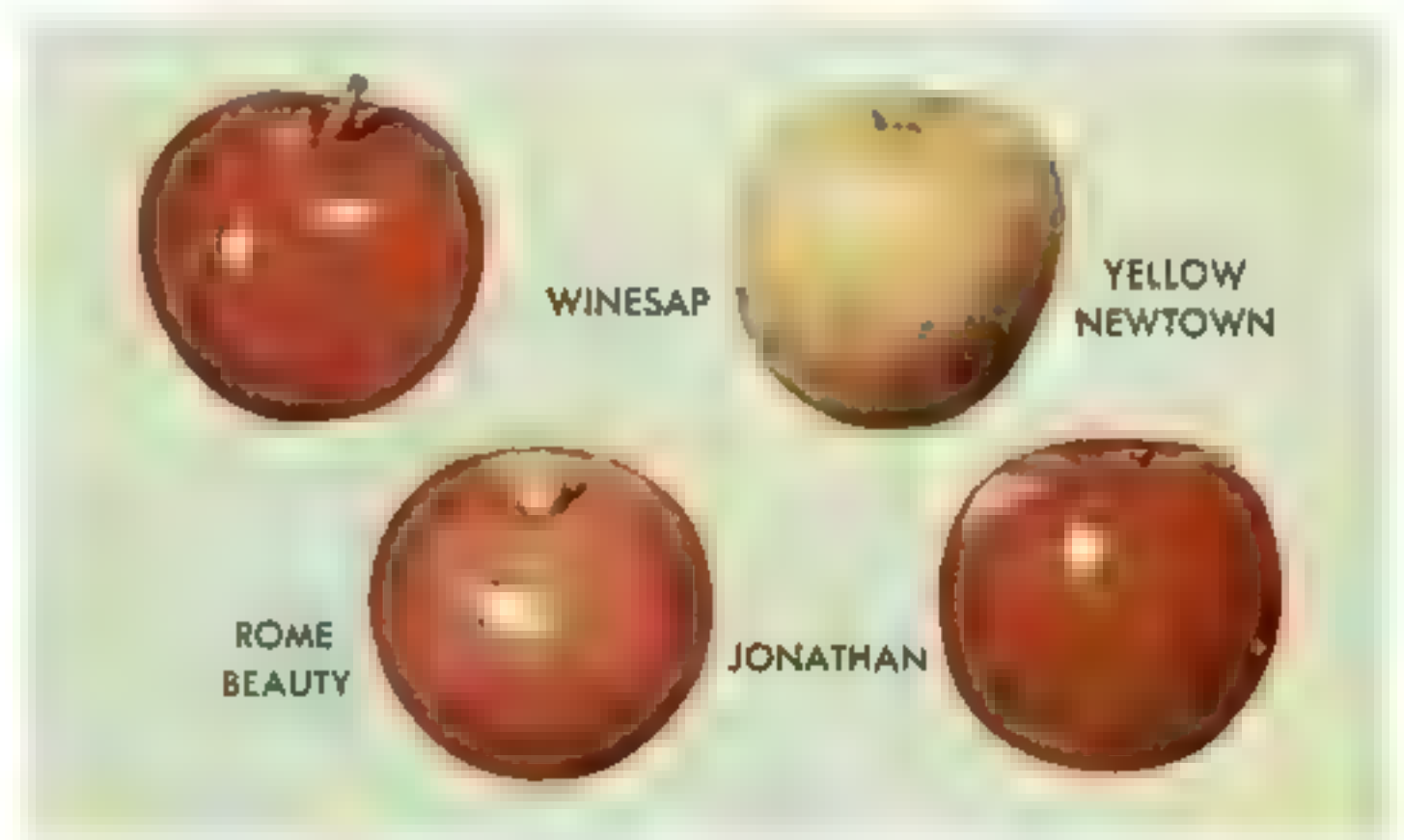
Pie this new, far easier way



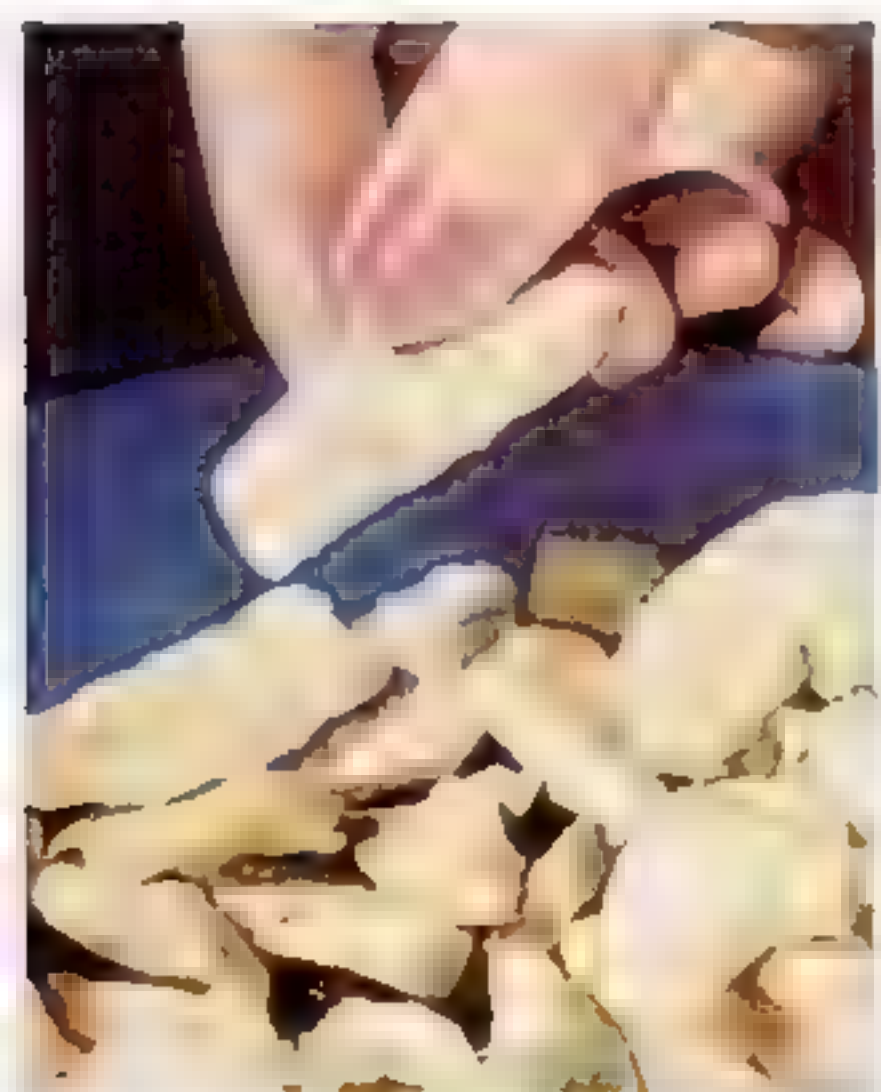
NOT ALL APPLES ARE JUST RIGHT FOR APPLE PIE



"Apples should be crisp and firm for pies with flesh that doesn't get mushy when cooked," say the experts. The right tartness is important, too. So is perfect ripeness. Only apples that pass these tests are rushed from the orchard to be quick-dried for Apple Pyequick.



These 4 are favorites. Most old-time pie-makers vote these apples "right for pies." A perfect combination of just such choice varieties is always found in the Apple Pyequick package—and, thanks to the unique process of quick-drying, they're still crisp, still fresh-flavored.



As many as two pounds of choice, fresh pie apples are peeled, sliced, and quick-dried for each package of Apple Pyequick. You have all the apples you need for a plump 8-inch pie without any bother.



Apples restore with water to their original freshness while you're rolling out the pie crust mix. Sugar the apples and pour all the juicy filling into crust. Top with the easy-to-handle pastry, pop into the oven.



Keeps till you use it! Just tuck a handy package of Apple Pyequick in your cupboard—ready for quick and easy fixing whenever your family hankers for spicy homemade apple pie. First chance you get, be sure to pick up a package or two of Betty Crocker's new Apple Pyequick at your food store. There's nothing like it!



"My very own husband has me blushing!"

Compliments for these ham shortcakes, smothered with a savory sauce of young-and-tender Birds Eye Peas, may turn many a wife pink with pleasure . . .

But the dish itself is *guaranteed* to put every husband in a beautiful glow.

Those Birds Eye Peas are the world's swellest. Grown from especially selected seeds, in the finest pea-growing soil on earth!

They're picked at their sweetest. The delicate, garden-fresh flavor is sealed in *immediately* by quick-freezing.

Birds Eye Peas come shelled, washed, ready to cook. And so tender and *uniform*, they cook in 5 to 7 minutes!

Try 'em in this luscious, economical dish (one box of Birds Eye equals 2 pounds of unshelled peas, so you save money!) If Birds Eye aren't the *eatingest* peas you ever ate, you can have your money back!

LOOK FOR THE BIRD! The "Birds Eye trade-mark is your guide to the finest in quick-frozen foods!"

Products of General Foods



Recipe for Ham Shortcakes with Birds Eye Pea Sauce

Make biscuit shortcake dough according to your favorite recipe (using 2 cups flour). Roll into 7-inch circle, cut in 6 wedges, and bake. Split hot shortcakes and spread a tablespoon of deviled ham on each bottom half. Replace tops and serve hot with this glorious Birds Eye Pea Sauce:

1 box Birds Eye Peas	$\frac{1}{2}$ teaspoon pepper
3 tablespoons chopped onion	Dash of thyme
2 tablespoons butter	$2\frac{1}{2}$ cups milk
3 tablespoons flour	1 chicken bouillon cube
$\frac{1}{4}$ teaspoon salt	2 tablespoons diced pimiento

Cook farm-fresh Birds Eye Peas according to package directions. Drain. Then sauté onion in the butter 5 minutes. Add flour, salt, pepper, and thyme; blend. Add milk gradually, stirring constantly. Add bouillon cube and cook until mixture is thickened, stirring constantly. Add pimiento and peas, and heat 5 minutes longer. Makes 6 servings.





POLICE PROTECTING VILLIERS COAL MINE AT ST. ETIENNE HURL A TEAR-GAS BOMB AT STRIKERS WHO ATTEMPTED TO SEIZE THE PIT. TWO MINERS WERE KILLED

REDS TRY TO WRECK MARSHALL PLAN

French government meets Communist coal strike with mobilization of reserves and orders soldiers to shoot

Last week the Communists were engaged in an all-out effort to smash the Marshall aid program in France. For their primary target they had chosen the French coal industry, which normally produces 50 million tons a year and is vital to the recovery of Western Europe. Since the Communist-led General Confederation of Labor called upon some 300,000 coal miners to strike on Oct. 4, idleness and sabotage have cost France about 160,000 tons of coal a

day—enough by some estimates to offset the country's entire ERP benefits. Premier Henri Queuille's shaky, week-old government mobilized some 40,000 reservists, instructed its soldiers and police to shoot if necessary and braced itself for a showdown over what the premier had called "an intolerable pressure on the nation's foreign policy."

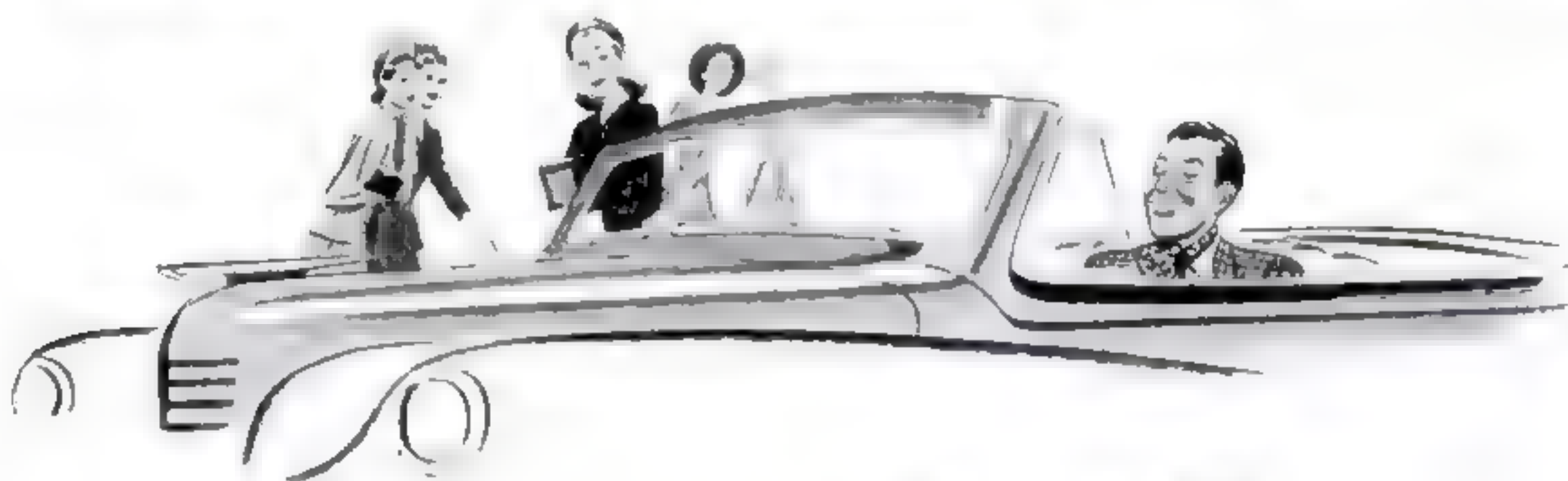
One event which compelled the government to act was a knockdown-drag-out battle with strikers

last week in the mine area of St. Etienne (*above*). At Communist command the strikers attacked police guarding the mines with stones and iron bars. After several policemen had been injured, guards opened fire, killing two miners and wounding 40 others. It was the worst in a series of such clashes. Meanwhile General Charles de Gaulle glowered on the sidelines, ready, as he had said, to reach for power if France falls into a state of total "illegitimacy."

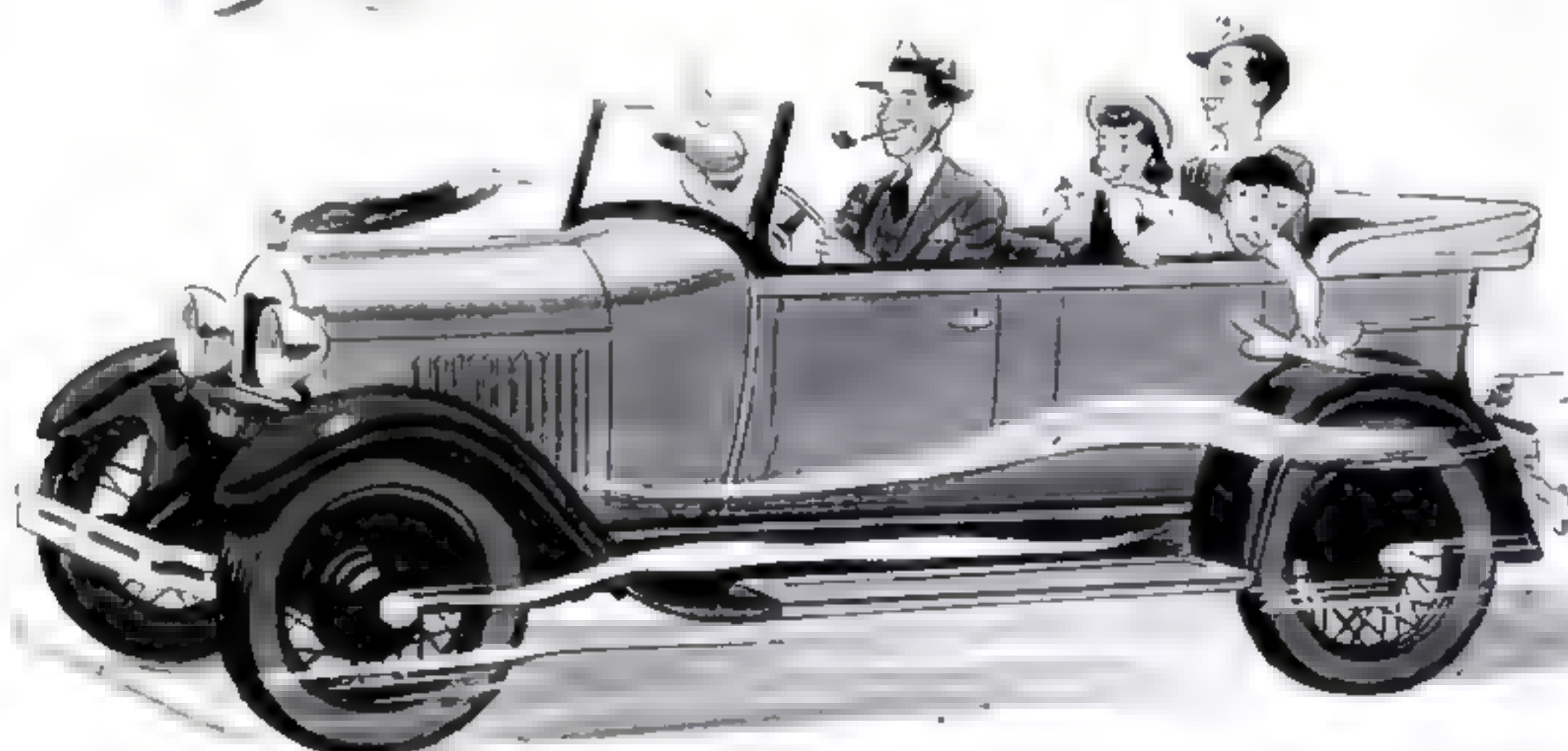
Whether you're
on your
honeymoon...



still
single...



or a
family man...



use less oil
...use less gasoline
...get more power

You use LESS OIL with Premium Sinclair Opaline because Opaline's special chemicals assure better piston seal. Better piston seal means increased engine efficiency...less wasted OIL, less wasted GASOLINE —and MORE POWER for smoother performance. Stop at the Sinclair H-C Gasoline sign for Premium Sinclair Opaline Motor Oil.

**PREMIUM
SINCLAIR OPALINE MOTOR OIL**

Keeps your motor clean as a whistle

Sinclair Refining Company



PEOPLE

BRITISH ARE HOSTS TO LOYAL COLONIAL MINISTERS
FRENCH BRING CAGOULDARDS TO TRIAL FOR TREASON



GEORGE VI'S GUESTS meet with him in Buckingham Palace during recess of two-week conference of Commonwealth ministers. They are (left to right) Sir Godfrey Huggins (Southern Rhodesia), Don S. Senanayake

(Ceylon), Liaquat Ali Khan (Pakistan), Herbert V. Evatt (Australia), George VI, Prime Minister Attlee, Norman Robertson (Canada), Eric H. Louw (South Africa), Peter Fraser (New Zealand), Pandit Nehru (India).



CAGOULDARDS IN COURT in Paris are no longer the terroristic "Hooded Men" who wore costumes like the Ku-Klux Klan, tried to seize the French government in order to set up one patterned after Hitler. Some members

were arrested just before the war, but the occupation postponed the trial. Now, finally brought to court, they are mostly old and tired, with Defendant Baillet so sick he has to be brought into courtroom in a bed (left).

Harriet Hood *says*
*"Make All 3 your
 style secret"*



"VERY 'GRAND LADY'!" This glamorous Velvetreen Boot, with the edges rimmed in matching fur! Valorous in cold and wet. Black or brown.

"ON THE STRAIGHT AND NARROW!" This Taton Fastener Boot is the high boot longer hemlines don't hamper! Easy over high heels! Black.



"STYLED FOR THE STADIUM!" The Winterboot for cold, wintry blasts . . . warm and cozy of lining and sheepskin cuff. Black or brown.

"YOU'LL WANT THIS 'WARDROBE OF 3' FOR SMART WEAR IN RAIN, SNOW OR COLD!"

*Get your WARDROBE of 3 wherever
 you see this famous arrow*



Hood Rubber Company, Watertown, Mass.

PEOPLE CONTINUED



HOUSEWIFE AT THE BARRICADE, Mrs. Wilbur Bowers of Cedar Rapids, defends her yard against sewer diggers. Afraid the hole would expose her water pipes to freezing weather, she drove workmen off with Flat gun, hung red shirt to signify her anger.



"BOSSY" GILLIS AT LEGION PARADE is sodden but happy in a Miami rainstorm. Gillis, once-famous mayor of Newburyport, waves as the other Massachusetts delegates march on. Another victim of the downpour was California Legionnaire Earl Warren.

The happiest brides have

Community



For keeps! That's the cornerstone of
the bride's dearest dreams—
of her love, her home, her Community!
For keeps, the *finest* silverplate—
fine in design, in weight, in
Community's own enduring "Overlay."
For keeps, a dinner service in
one of Community's famous patterns—
correct alike for high hospitality and
lingering, contented dinners-just-for-two.
At your jeweler's. Happy-bride priced!
(No Federal Tax)
If it's Community*...it's correct!

Whitcomb

COMMUNITY . . . THE FINEST SILVERPLATE . . . ONEIDA LTD., ONEIDA, NEW YORK

*TRADE MARKS OF ONEIDA LTD. COPYRIGHT 1958 ONEIDA LTD.



IN SHIRTSLEEVES AFTER A BIT OF SWORDPLAY, GENERAL MA TAKES HIS STANCE IN FRONT OF MILITIAMEN WHO ARE DISTINGUISHED BY THEIR TASSELED SPEARS

CHINESE WARLORD

**Moslem General Ma detests Reds,
likes wives, song and ice cream**

For the second time since Sun Yat-sen's Nationalists killed off the Manchu kingdom, China's existing government is in retreat—southward again—as during the Japanese invasion, but this time driven back by Soviet-aided Communists. For the second time also—as during the chaotic decade following 1916—a Chinese type of provincial dictator known as warlord is beginning to come back into prominence. Most impressive of these is General Ma Hung kwei, 250-pound ruler of Ninghsia—a province as big as Arizona but with a population (750,000) smaller than Boston's—which lies in northwest China's arid sheep-ranging country between the Great Wall and Outer Mongolia. General Ma's pictures make him look all puff and posture, but he is tough and ruthless. He began his rule in 1932 by beheading 300 unlucky bandit chieftains, after seizing their power. As for Reds, he says, "I have always had one answer for Communists—kill them all." Ma runs Ninghsia like a feudal state, collecting local tariffs and conscripting his own troops while paying political fealty (but no taxes) to Nanking. If the Nationalist retreat continues, Warlord Ma's autonomy probably will become complete; meanwhile he is a block of strength in the sagging Nationalist structure. One fifth of his subjects are soldiers, defending Ninghsia and a Nationalist line in neighboring Shensi province. Communist agitators and invaders steer clear of Ninghsia, mainly because they know that Ma Hung-kwei's peasant soldiers are tough, well trained and always ready to fight for their homes.



ALTHOUGH THE GENERAL IS FAT AND 56 HE HAS PLENTY OF ENERGY FOR SWORD GAMES WITH HIS TROOPS



"DANCE OF DEATH," PERFORMED AT GENERAL'S COMMAND BY 320 OF HIS PICKED MOSLEM SWORDSMEN, ENDS WITH BLOOD-CHILLING BATTLE CRY, "SAHI" (KILL)



FARM FORTS protect the barren brown frontiers of Ma's province. Such buildings, serving as both fortresses and farmhouses, are an important part of Ninghsia's defenses.

HE KEEPS HIS HORSEWHIP HANDY

Ma Hung-kwei never risks losing his total grip on Ninghsia's affairs. He rises at 5 a.m. and lectures his lackeys sternly each morning at 9. To preserve discipline and build morale he sometimes publicly horsewhips even his two sons, aged 40 and 41, both lieutenant generals. Civilian officials know corruption will get them shot. They say, "We know we can never please him. It is just a question of how little we can displease." But the warlord's power lies with loyal peasants, who like his new roads, irrigation canals and schools; they train constantly in his militia in three rotating classes, drilling four hours a day for six months, then returning with their rifles to their farms.

Privately the warlord shows human traits. He dotes on women, Chinese opera and ice cream. Of his five wives, the first two have died, and Ma has let himself be virtually captured by No. 4, a mask-faced former Peiping beauty, now 50, who named herself Hero Admirer after marrying him. She suppresses rival wives Nos. 3 and 5. Ma, however, occasionally slips away for a day with young No. 5 (Complete Virtue). A good son as well as husband, the general rearranged his life when his mother died this year. For 100 days he forsook his nightly pleasure, the opera, and went at sunset to a plain family cemetery, to sit by her earth-mound tomb while priests and schoolboys chanted prayers.



FAMILY PORTRAIT shows the warlord and his dominant wife No. 4 with Ma's oldest son, Ma Tung-hou (in uniform), three grandsons and a great-grandson (left front).

Chinese Warlord CONTINUED



AT HIS MOTHER'S GRAVE, where priests (background) chant scriptures, Ma wears Moslem mourning clothes—long gray gown, white skullcap, white cloth shoes.



MA'S FAVORITE PASTIME is calligraphy. Here he writes first character of original motto: "Without establishing national laws, how can you suppress the rebellion?"



YOUNGEST WIFE, NO. 5, was a Shanghai coed before the general married her 10 years ago. Here in an old picture the Mas are watching some friends play tennis.

CONTINUED ON PAGE 52

The Story of the World's Most Honored Watch

The makers of Longines watches have never rested on past laurels. Longines won its first World's Fair award at Paris in 1877, only one year after the company was founded. Recently, Longines wrist watches triumphed in the accuracy trials of three great Government Observatories. The intervening years were filled with a constant succession of awards that acknowledged Longines' progress in ever-finer achievement.

AT THE WORLD'S FAIRS

At every one of the 38 World's Fair competitions which Longines has entered within the past 81 years, it has won highest awards. The winners were chosen by impartial international juries of experts, on the basis of watches regularly presented. In all, Longines has won 10 Grand Prizes and 28 Gold Medals.

AND AT THE OBSERVATORIES
More than half a century ago Longines made history by producing the first factory-made marine chronometer ever to win a First Prize in a Government Observatory contest. Since then, Longines watches of all categories—chronometers, deck watches, pocket watches and wrist watches—have won innumerable prizes and awards in such accuracy trials. Only this past year, Longines entered its wrist watches in the chronometer trials conducted by the Government Observatories of Neuchâtel, Geneva and Kew-Teddington. At each Observatory, Longines wrist watches won First Prize.

TRIUMPH IN THE AIR

The great pioneer aviators who blazed the sky trails across the seven seas used Longines watches for essential navigation. The list reads like the "Who's Who" of aviation pioneers: Boardman, Chamberlain, De Pinedo, Gatty, Hughes, Kragstad-Smidt, Lindbergh, Mattern, Pangborn, Williams, etc. The science of navigation was literally built around Longines technical aviation watches.

OVER UNCHARTED LANDS

At the North Pole and the South Pole and over the far-flung lands between, Longines navigational watches have accompanied the great modern scientific expeditions. Since the first flight over the North Pole, Alaura Byrd has relied on Longines watches for navigation. And so with Amundsen, Wilkins and many others. Today, Longines is still preferred by daring scientific adventurers.

IN SPORTS TIMING

Sports officials well know that a record is only as good as the watch that times it. The principal championship track and swimming meets are timed by Longines. The 1948 U. S. Olympic Committee selected Longines as Official Watch. Longines timed the International Sweepstakes, President's Cup and Gold Cup Regattas as well as the National Air Races. This year, as for years past, more than 100 colleges will use Longines watches for official football timing, and both the National and All-American professional leagues will do the same.

IN UNIQUE REPUTATION

In all fields of precise timing—aviation, exploration, sports, science—the position of Longines watches is unique, the underlying reason—for 82 years Longines watches have been made better and better. And in this development Longines wrist watches for ladies and gentlemen have shared in full measure. It is true today, as yesterday, that throughout the world, no other name on a watch means so much as Longines, the world's most honored watch, product of the Longines-Wittnauer Watch Company.



For those who want
to own the finest watch
made anywhere in the world



In gold filled cases \$71.50
In cases of 14K gold from \$95.
Illustrated A—Pearson, \$71.50
B—Ingrid, \$116. Prices Inc. Fed. Tax

Longines

The World's Most Honored Watch

Throughout the world, no other name on a watch means so much as Longines—winner of 10 world's fair grand prizes and 28 gold medals—recipient of countless prizes and awards in fields of exact timing—honored as official timepiece by sports and contest associations all over the globe—sold and serviced by leading jewelers in the 77 civilized countries. The ownership of a Longines watch is a source of personal pride and satisfaction.

Product of Longines-Wittnauer Watch Company

*Except two hand-made watches selling at approximately three times Longines prices.



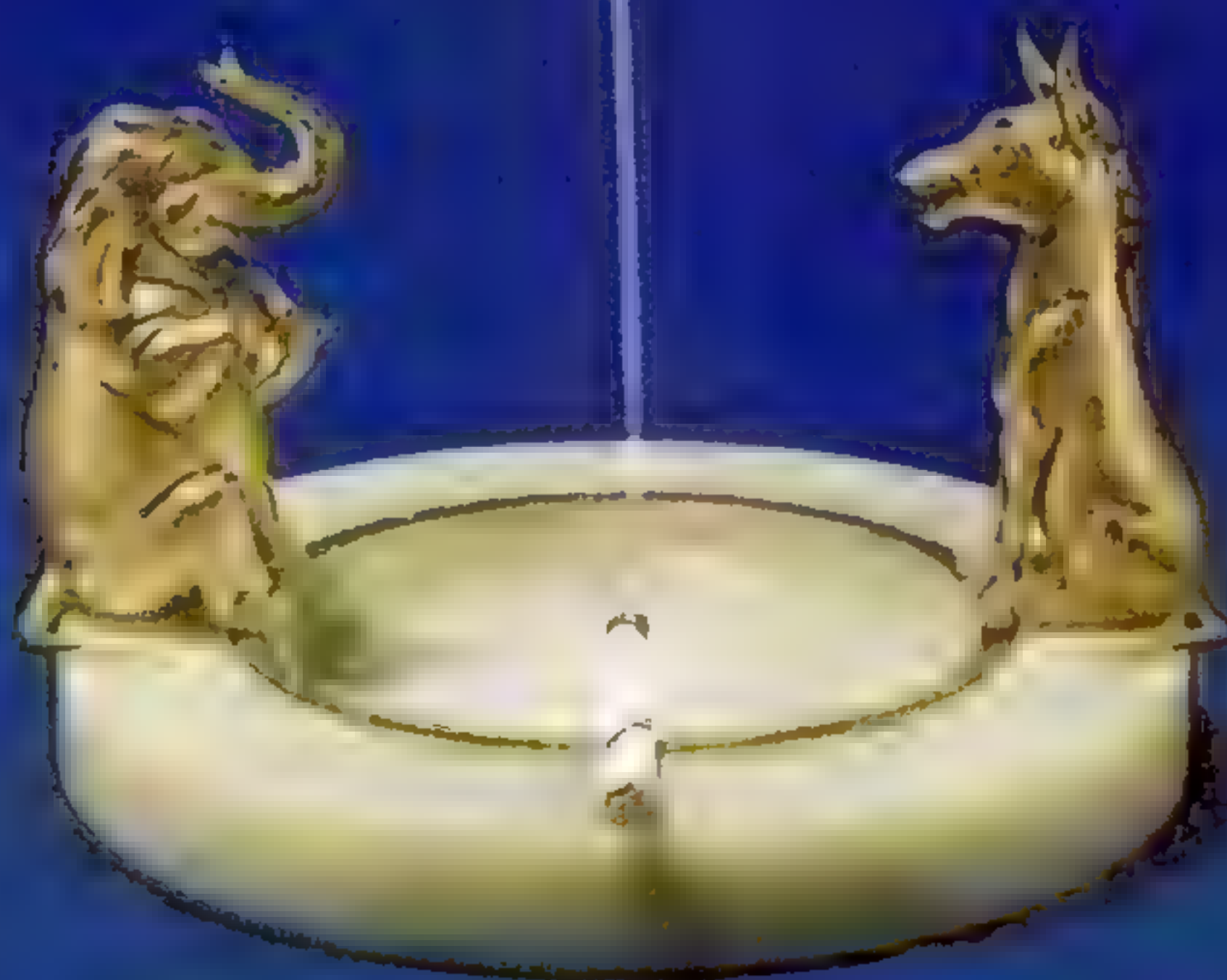
WARLORD'S WEAKNESS is ice cream, which he discovered during playboy youth in eastern China and still cannot resist despite diabetes in recent years. Here, in his

drawing room, Madame Ma No. 4 serves a refreshing dish before the general leaves on his regular sunset pilgrimage in his private weapons carrier to his mother's grave.

For a Treat
instead of a Treatment,
treat yourself to
OLD GOLDS



Old Gold's Platform
has just one plank:
Pleasure in every Puff



* after your first sip...



* you'll be glad it

blended whiskies

GIBSON'S SELECTED 8 • 90 PROOF • 60% GRAIN NEUTRAL SPIRITS



from your
very first taste
you'll be glad it was Gibson's XXXX
for just-right mildness,
for the way
it combines
a clean lightness
with honest
robust flavor.



and for its distinctive
smoothness, for its
rich mellow taste ...
you'll be glad it was Gibson's Selected 8
... a whiskey with flavor
and bouquet
that makes
the perfect drink.

was

Gibson's

whiskies

for goodness assured
by over 100 years
of knowing how.

This will make your family VOTE



MOTHER, if your family's finicky about fish — here's the recipe for you!

It's Rolled Fillets, baked with that wonderful cooking sauce from California — Hunt's Tomato Sauce. And it's a grand example of the way Hunt's makes your recipes fairly brim over with rich flavor!

You know, Hunt's Tomato Sauce is *all* tomato, through and through. It's *kettle-simmered* with

fine spices and seasonings. Why, it takes more than four tomatoes to make one can! And it comes to you ready to use. Yet —

Your grocer sells it for *just a few cents a can!*

Get several cans. Cook it into your stews, soups, meat loaf, spaghetti, rice, vegetables. Make the best gravies! Perk up leftovers!

Start using this *low-cost* way of buying tomatoes for cooking. Look for the Hunt red label!

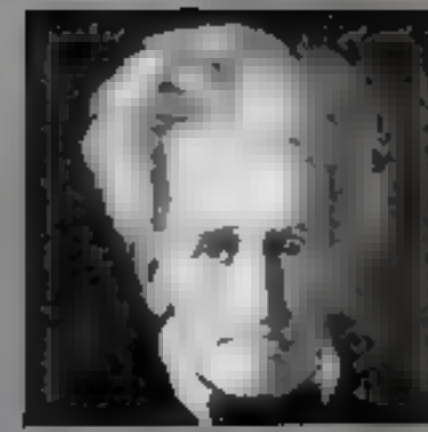
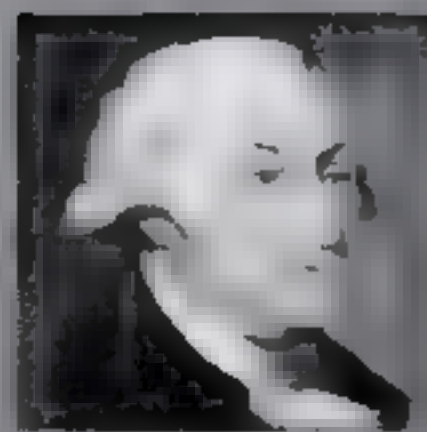
Rolls Fish Fillets

- 4 flounder fillets, fresh or frozen
- Salt and pepper
- 4 tbsp. chopped onion
- 2 tbsp. chopped parsley
- 3 tbsp. fat
- ½ cup fine dry bread crumbs
- ½ tsp. salt
- 1 can Hunt's Tomato Sauce
- ¼ cup water
- ½ tsp. Worcestershire sauce
- ½ tsp. leaf thyme, if desired

Sprinkle fillets with salt and pepper. Cook onion and parsley in fat until lightly browned. Add bread crumbs and salt. Mix well. Spread heaping tablespoon of stuffing on each fillet. Roll as for jelly roll. Secure with tooth picks. Place in greased shallow baking dish. Mix Hunt's Tomato Sauce, water, Worcestershire sauce, and thyme. Pour over fish. Bake in moderate oven (350° F.) basting occasionally. 20-25 minutes or until fish is tender. Makes 4 servings.



GREAT



JACKSON

NEAR GREAT



T. ROOSEVELT



CLEVELAND



J. ADAMS



POLK

AVERAGE



TAFT



ARTHUR



McKINLEY



JOHNSON

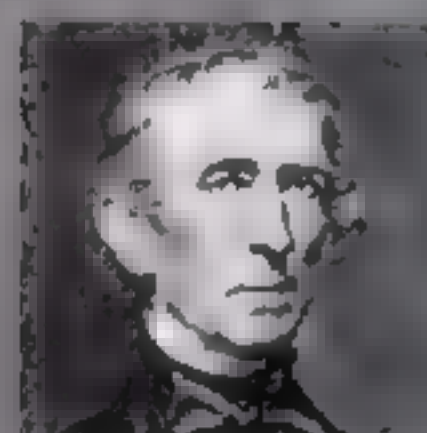


HOOVER



B. HARRISON

BELOW AVERAGE



FAILURES



HISTORIANS RATE U. S. PRESIDENTS

Some time ago 55 outstanding authorities in American history were invited by Harvard's Arthur M. Schlesinger to rate the Presidents of the U.S. in five categories; the results, which Professor Schlesinger analyzes in an article beginning on the next page, are illustrated above. The order within each category runs from left to right. Three men were omitted from consideration: William Henry Harrison, who died within a month of taking office; Garfield, who died 11 months after his inauguration; and Truman, whose record is not yet complete.

SEE ARTICLE ON NEXT PAGE

The Fastest Dirt Track
Motorcycle Travels 1
Kilometer In 19.3 Seconds ...
But In Only



TWO SECONDS

Bayer Aspirin
Is Ready To Go
To Work!



MAKE THIS TEST!

To see how fast Bayer Aspirin is ready to go to work, drop it in a glass of water and time its disintegrating speed. What happens in the glass, happens in your stomach.



There's nothing more important to you than fast relief when you have an ordinary headache—or are suffering from the pains of neuritis or neuralgia. And fast relief—amazingly fast relief—is what Bayer Aspirin gives you. Just drop a Bayer Aspirin tablet in a glass of water...“clock” its disintegrating speed...and you'll see why. For you'll see that it starts to disintegrate within *two seconds*—actually is ready to go to work almost instantly!

In addition, its remarkable effec-

tiveness and wonderful gentleness are *also* important to you. And records show that Bayer Aspirin's single active ingredient is so effective doctors regularly prescribe it for pain relief... is so gentle to the system they have mothers give it even to small children.

Keep these points in mind whenever you buy something to ease pain. And don't forget that Bayer Aspirin's record of use by millions of normal people—without ill effect—is matched by no other pain reliever. So ask for *Bayer Aspirin—by name.*

BAYER ASPIRIN

* OF ALL PAIN RELIEVERS NONE CAN MATCH BAYER'S RECORD OF
USE BY MILLIONS OF NORMAL PEOPLE WITHOUT ILL EFFECT

THE U.S. PRESIDENTS

What makes a President great?
Or a failure? The verdict of
history provides some answers

by ARTHUR M. SCHLESINGER

THOSE who believe that in a democracy people generally get the kind of government they deserve will be heartened by the results of an informal presidential rating poll which I conducted not long ago among my colleagues in American history and government (p. 65). Only two of our past Presidents were labeled “failures”; four were judged “near great”; and six received the accolade “great.”

There was a large measure of agreement among the “experts” within the important categories of great, near great and failures. The six greats—Lincoln, Washington, Franklin D. Roosevelt, Wilson, Jefferson and Jackson, in that order—had no close runners-up, though Lincoln was the only one to get all 55 votes for the top rank.

Among the four near great—Theodore Roosevelt, Grover Cleveland, John Adams and James K. Polk—the selection of Polk will no doubt surprise most readers. Polk's position in American history has been unjustly neglected. His record in the White House was an exceptional one. A coldly practical and methodical man, Polk set

himself certain precise objectives to be achieved while he was President, and achieve them he did during his single term of office from 1845–49. He lowered the tariff, re-established the independent treasury system for public funds and completed the westward expansion of the country. To get Oregon and Washington he risked the threat of war with Great Britain. And he did go to war with Mexico to acquire California and most of the territory of the present states of our Southwest.



AUTHOR or the editor of 22 books, Mr. A. M. Schlesinger is Harvard professor.

The failure rating went to two postwar Presidents, Grant and Harding. Theirs were the only administrations in American history which can be described as riddled with corruption. As President they were both far beyond their depth. Grant allowed himself to become the dupe of crafty swindlers, speculators and plain grafters who rocked the country with schemes involving watered railroad stock, defrauding the government of taxes due on whisky, selling Indian trading-post concessions and raising congressional salaries (while doubling the President's). Grant indulged freely in nepotism, appointing a number of his relatives to various governmental posts, but he was otherwise personally untouched by the profiteering which went on around him. The greatest scandal of the administration followed the famous attempt by Gould and Fisk, with the aid of Grant's brother-in-law, to corner the gold supplies of the country, an attempt which almost came off and resulted in the Black Friday panic of 1869.

What the glitter of gold was to Grant's administration, the smear of oil was to Harding's. There was the Teapot Dome affair, in which lavish bribery influenced the sale of government oil lands, and corrupt practices were also uncovered in the Veterans' Bureau, the office of the Alien Property Custodian and even the Attorney General's office. Three of Harding's Cabinet appointees were forced to resign, one going to prison. Harding was an amiable, easy-going man who had been pushed into office by machine politics and the ambitions of his wife. His death, after two and a half years in office, undoubtedly was hastened by his consciousness of having betrayed the public interest.

The judgments reached in this poll, of course, are based entirely on the performance of these men as President. The total contribu-

CONTINUED ON PAGE 19

Dependable

CHAMPION

America's Favorite Spark Plug



Weather-wise ducks are flying south, and weather-wise motorists are installing new dependable Champion Spark Plugs.

It's the best, most economical insurance of snappy winter engine performance if new ones are needed. New Champions insure quick starts, minimum battery drain, and better gas mileage all winter long, when gas consumption is usually up. Insist on dependable Champions—America's Favorite Spark Plug—because they're tops in quality, value, performance and dependability. A quacking duck poster will remind you—"HERE COMES WINTER!"

FOLLOW THE EXPERTS

DEMAND NEW DEPENDABLE CHAMPION SPARK PLUGS FOR YOUR CAR



Listen to the CHAMPION ROLL CALL... Harry Wismer's fast sportscast every Friday night, over the ABC network... CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

Now-Gold Cars Get Hot Heat

IN 90 SECONDS FLAT!



*"My South Wind
floods the car with hot heat
before I'm hardly out
of the garage!"*

**The ONLY Type Car Heater that
Gives You Hot Heat Almost Instantly!
No Wait for Engine Warm-Up!**

Once you experience the fast, hot heat advantages of South Wind, you'll never be satisfied with any other kind of car heater. Think of it—hot heat in just 90 seconds flat! Such speed is possible because South Wind works on a new scientifically proved, gasoline-burning principle . . . there's no wait for engine warm-up. No other kind of car heater can give you so much heat, so quickly. Easy to install. Fits almost any make or model. Sold with or without defroster. Always ready for use . . . even on chilly summer nights. Join the 3,000,000 car owners who already enjoy hot heat in 90 seconds flat. Get your South Wind today! For name of South Wind dealer nearest you, consult your classified telephone directory. South Wind Division, Stewart-Warner Corporation, Indianapolis 7, Indiana.

America's Greatest Car Heater Value!

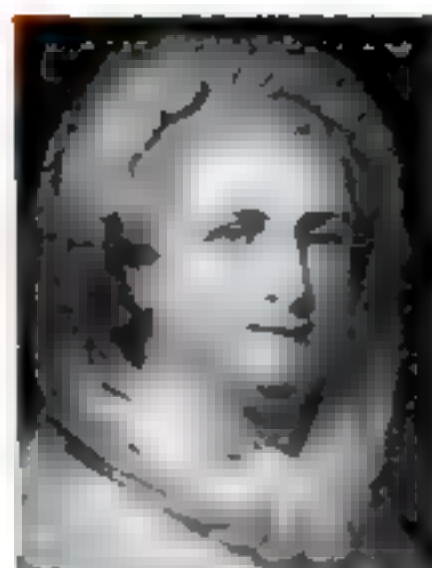
Only \$29⁹⁵
PLUS
INSTALLATION



SOUTH WIND'S safety won for it the coveted Underwriters' Laboratories Seal.



South Wind
90 SECOND CAR HEATER



WIVES OF THE GREAT PRESIDENTS in some cases helped and in others hindered their husbands. Martha Washington (from left, at top) and Martha Jefferson had wealth to offer; Rachel Jackson's past was a target for slander by her husband's enemies; (bottom) Mary Lincoln, a biographer says, made Lincoln's life "hell on earth"; Ellen Wilson helped her husband with his speeches. Eleanor Roosevelt became a public (and controversial) figure in her own right.

U.S. PRESIDENTS CONTINUED

tion to statesmanship of some was greater—and of some, less—than their contribution as chief executive. As one of those who voted in the poll remarked, "If the whole sum of the man's work were considered, certain of my ratings would be different. Madison and John Quincy Adams would go in the first group. Polk, by contrast, was better as President than he was in general, and Grant was much worse." Another commented, "This inquiry makes you realize how lucky some of the Presidents were in their times, and how others no less able suffered the 'slings and arrows of outrageous fortune.'"

Were the six great Presidents merely "lucky in their times?" Or was greatness inherent in them? Let us see what kind of composite portrait we can draw of the six great Presidents.

In appearance and temperament they differed as much as six men can. Lincoln we remember as the shambling-gaited, gaunt man of simple humanity whose speeches were like authentic religious statements and whose jokes were like parables. The impeccably dressed Washington personified the cavalier tradition of Virginia at its most heroic and austere. Roosevelt combined urbane sophistication with deep feeling, impishness with evident dedication to the job which he filled despite the handicap of partial paralysis. Wilson, the man who loved humanity but so conspicuously lacked the human touch, retained all his life the manner of a thin-lipped college professor; he was dry, didactic and determinedly rational. Jefferson was a complex, many-sided man, a skilled architect, ingenious inventor, profound political scientist and adept practical politician, musician and philosopher, a Virginian who did not use tobacco or hard liquor and once received the British minister in dressing gown and slippers. Jackson was the hothead of the six, a duelist, celebrated for profanity and stubbornness.

The pattern of the great Presidents

It is in the administrations directed by these men that we can find a common pattern. The greats were indeed "lucky in their times": they are all identified with some crucial turning point in our history. As our first President, Washington got the infant republic on its feet. Jefferson's Louisiana Purchase was our first territorial expansion, pushing back the western boundary from the Mississippi to the Rockies. Jackson put down an attempt at secession on the part of South Carolina and acted to right the imbalance between the eastern moneyed interests and the Western and Southern farmers. Lincoln preserved the Union through four years of bloody civil war. Wilson's "New Freedom" and Roosevelt's "New Deal" introduced far-reaching changes in the social and economic structure of the country, and both men led the U.S. to intervene in world wars and the making of international peace. All six by timely action achieved timeless results.

All of them, moreover took the side of progressivism and reform

CONTINUED ON PAGE 73



The car everyone knows by its windows!

HALLOWE'EN SHOPPING in the country—blithely wheeling through town—this Studebaker is a flight-streamed sensation!

All over America, heads turn and eyes light up at the sight of it! All that gleaming glass alone makes it a showpiece car!

But wait till you take your first ride—it's a dream-like new experience in cradled comfort! Sit back and close your eyes—you can almost believe a pad of velvet is paving every mile!

This Starlight Coupe is a superb example of the new look and new engineering that Studebaker introduced into motoring.

Now, one newly designed car after another is paying its respects to this postwar originating that Studebaker has done.

Stop in for a close-up look at all the new Studebaker pace-setters—fabulously fine Champion and Commander sedans, coupes, convertibles—a special long-wheelbase Land Cruiser.

STUDEBAKER

First in style...first in vision...first by far with a postwar car

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South Bend 27, Indiana, U.S.A.

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Winterproof Your Entire Car

with Mobilgas Dealers'

Mobil-Care

Means Engine, Radiator,
Gears and Chassis are Set
for Winter Driving!



Have used summer oil drained — replaced with fresh Mobiloil Arctic — to help keep engine parts free of power-wasting deposits, protected against costly winter wear.



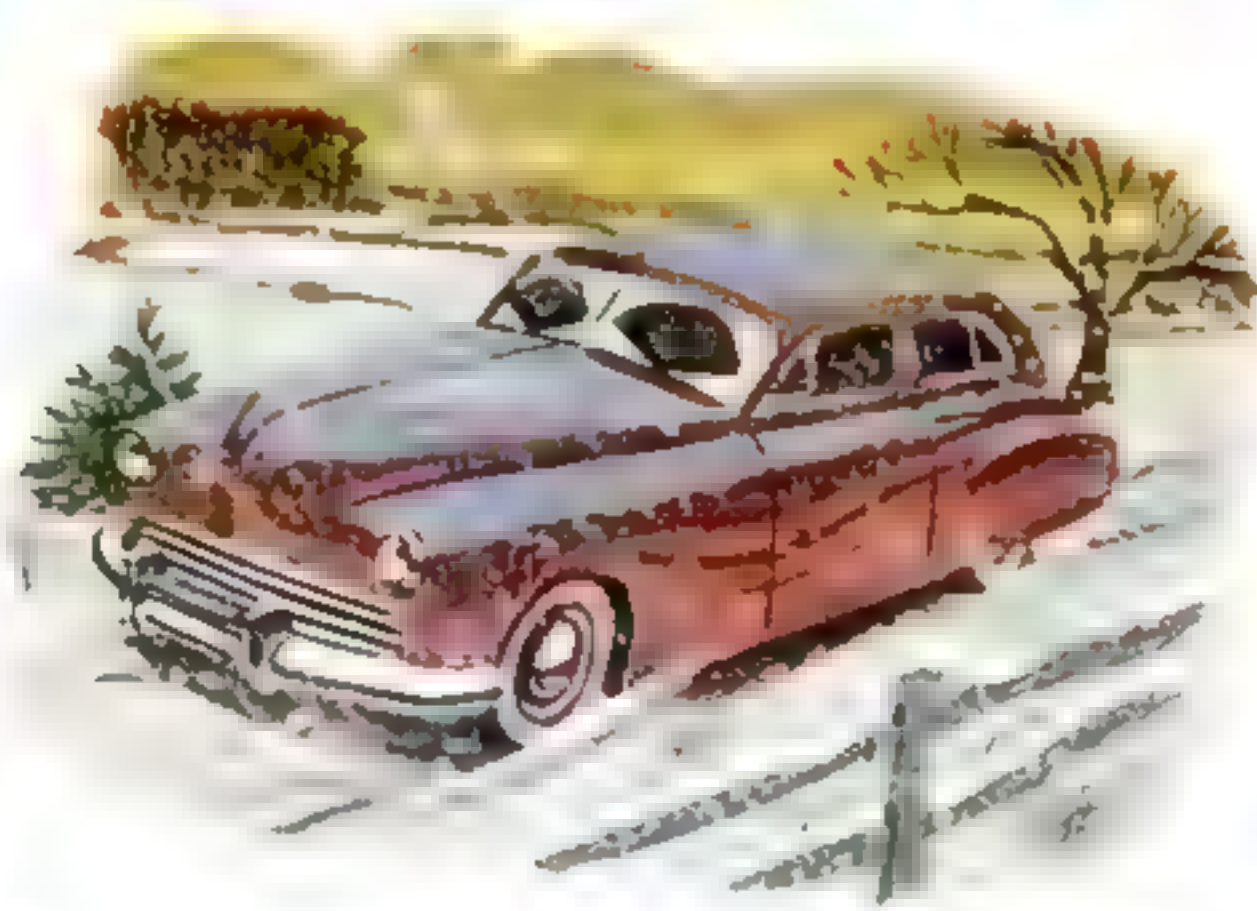
Safeguard radiator with Mobil Freezone — Have your Mobilgas dealer clean out rust, scale, with Mobil Radiator Flush — put in Mobil Freezone to prevent freeze-ups!

See Your Mobilgas

Living Up to Promises

Mobiloil Arctic ★ America's Choice ★

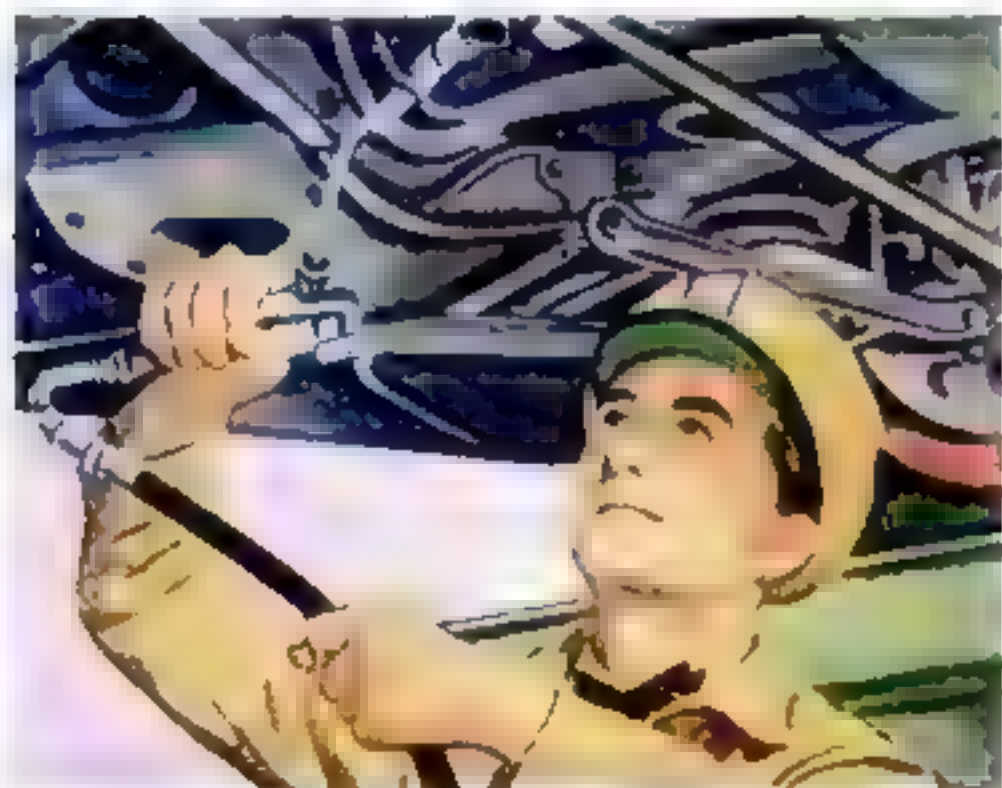
Easy
Starting—
Instant
Protection
for Your
Engine!



TS FRICTION

INSTANT
EASY WINTER STARTS

IT PROTECTION



Get Mobilubrication to protect chassis friction points . . . Mobilube Winter Gear Oil for easy, quiet shifting. This Mobilgas dealer service includes car inspection, too!



Have accessories checked—
battery tested, replaced if neces-
sary with a dependable Mobil
Battery for flying starts!

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MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.



Mobilgas

SOCONY-VACUUM

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AT THE SIGN OF
FRIENDLY SERVICE

2,336 People Will Win PRIZES in

*Palmolive
Soap's*

\$67,000.

Treasure Chest

GRAND PRIZE

\$100⁰⁰ A MONTH FOR LIFE

(OR \$25,000 IN ONE LUMP SUM)



10 1949 FORDS

8-Cylinder 4-Door Sedans
Newest cars on the road



25 WESTINGHOUSE LAUNDROMATS
Automatically wash, rinse, "damp-dry"



50 FROMM SILVER FOX SCARVES
Each with a famous Fromm
Blue Ribbon pedigree



250 TOASTMASTER Automatic Pop-Up Toasters
Give perfect toast every time



2,000 OTHER PRIZES

Each—a valuable Treasure Chest of
famous Colgate-Palmolive-Peet products

**Thrilling Prizes Offered to Introduce You to
Palmolive—for a lovelier complexion**

Use Palmolive Soap as doctors advised! Yes, 36 doctors ... leading skin specialists ... advised the Palmolive Plan for 1285 women with all types of skin. Dry! Oily! Normal! And proved Palmolive used this way could bring fresher, brighter skin to 2 out of 3—regardless of age, skin type,

or previous beauty care! Just wash your face with Palmolive Soap, massaging for one minute with Palmolive's soft, lovely lather. This cleansing massage brings your skin Palmolive's full beautifying effect. Rinse! Do this 3 times a day for 14 days. That's all! Get Palmolive today.



**IT'S EASY! JUST COMPLETE
THE LAST LINE IN THIS JINGLE:**
*A FRESHER, BRIGHTER LOOKING SKIN
IS SOMETHING I WOULD LIKE TO WIN—
I'LL GET PALMOLIVE SOAP TODAY*



Here's your chance! You may win \$100 a month for life (or \$25,000 in one lump sum)! Or one of 10 new 1949 Ford sedans ... 25 Westinghouse Laundromats ... 50 Fromm Bros. Silver Fox Scarves ... 250 Toastmaster Toasters! Or—one of 2,000 other valuable prizes!

Yes, there are 2,336 prizes in all waiting for you in the big Palmolive "Treasure Chest"—simply because the makers of Palmolive Soap want you to discover the proved Palmolive way to a lovelier complexion. Just finish the last line of the jingle something like this:

*A fresher, brighter looking skin
Is something I would like to win—
I'll get Palmolive Soap today
To gently cleanse my cares away!*

Or
*And hear my boy friend shout
"Hooley!"*

Those are just examples. You can probably think of a much better last line yourself, rhyming with "Today." But first read the official rules below. Then complete your entry and send it in right away, before this exciting contest closes. You may be the fortunate winner of \$100 a month for life—or one of the 2,335 other prizes!

FOLLOW THESE SIMPLE RULES!

ENTER EARLY! ENTER OFTEN!

1. Complete last line of Palmolive jingle in your own words, rhyming with "Today." Write on official entry blank obtainable at your dealer's or on one side of a plain sheet of paper. Be sure to print your name and address clearly, also your dealer's name and address.

2. Mail to Palmolive Soap, Box 56, New York 8, N. Y. You may enter the contest as often as you like, but each entry must be accompanied by the black bands from one Regular cake and one Bath Size cake of Palmolive Soap.

3. Contest closes November 20, 1948, and entries must be postmarked before midnight, November 20. All winners will be notified by mail. Complete list of winners will be sent to each contestant who encloses self-addressed stamped envelope.

4. 2,336 prizes worth over \$67,000 will be awarded as follows: Grand Prize, \$100 a month for life, provided by a annuity policy paid for by Colgate-

Palmolive-Peet Co. (or \$25,000 in one lump sum). Next 10 prizes: 1949 Ford 8-cylinder 4-Door Sedans; next 25 prizes: Westinghouse Laundromats; next 50 prizes: Fromm Silver Fox Scarves; next 250 prizes: Toastmaster Automatic Pop-Up Toasters; next 2,000 prizes: "Treasure Chests" of famous Colgate-Palmolive-Peet products.

5. Entries will be judged by The Reuben H. Donnelley Corporation on the basis of originality, uniqueness and aptness of thought—no consideration given to fancy entries. The judges' decisions will be final. Duplicate prizes will be awarded in case of ties. No entries will be returned. Entries, contents and ideas therein become the property of Colgate-Palmolive-Peet Co.

6. Any resident of the continental United States may compete except employees of Colgate-Palmolive-Peet Co., their advertising agencies and their families. Contest subject to all Federal, State and local laws and regulations.

ENTER NOW! ENTER OFTEN! CONTEST CLOSING NOVEMBER 20, 1948

U.S. PRESIDENTS CONTINUED

as understood in their day. It is true that Washington's administration resembled in manner and tone a European court, and that Washington himself (like Franklin Roosevelt later, but for different reasons) was charged by his opponents with harboring kingly ambitions. But we cannot ignore the fact that Washington led the revolt against monarchical Britain, and his lasting contribution as President was to demonstrate the workability of what he called "the experiment intrusted to the hands of the American people." Jefferson's party, the Democratic-Republicans as they were then called, was the party of the small farmers and the nonpropertied class. Jackson destroyed the overweening power of the United States Bank which gave financial interests special privileges in the use of public funds. Lincoln, confronted with armed revolt, summoned the North to "settle this question now, whether, in a free government, the minority have the right to break up the government," and in settling the question took action which ended by transforming four million slaves into human beings. Wilson and Roosevelt expanded the government's authority over business and industry, fought concentrations of economic power at home and became spokesmen for the cause of democracy throughout the world.

To their contemporaries the six great Presidents often seemed politically ahead of their times, but they had to be careful not to get too far ahead. They had to work experimentally within the framework of the democratic tradition as it had been handed down to them. Political considerations permitted them to be idealists if they liked, but not doctrinaires. "What is practical must often control what is pure theory," wrote Jefferson the chief executive, no doubt with a view to placating Jefferson the political theorist. As James Russell Lowell put it in his essay on Lincoln, the ultimate test of statesmanship is not a "conscientious persistency in what is impracticable" but rather, "loyalty to great ends, even though forced to combine the small and opposing motives of selfish men to accomplish them." Presidents who considered themselves strategists in the public interest had to practice the tactics of political management, thus bringing down on their heads the wrath of the pure-minded among their supporters.

They were party men

THE six great Presidents were all party men and, with the exception of Washington, they all had their hearts set on becoming President. After election they functioned as party chief as well as chief executive, using the powers of the one to back the other. Washington was not a party man from the beginning, but as President he declared that to appoint a member of the opposition to office "would be a sort of political suicide." These are facts which are generally overlooked by posterity because it is so far removed from the heat of earlier party battles and because it first meets the great figures of the past enshrined as wax figures in schoolbooks.

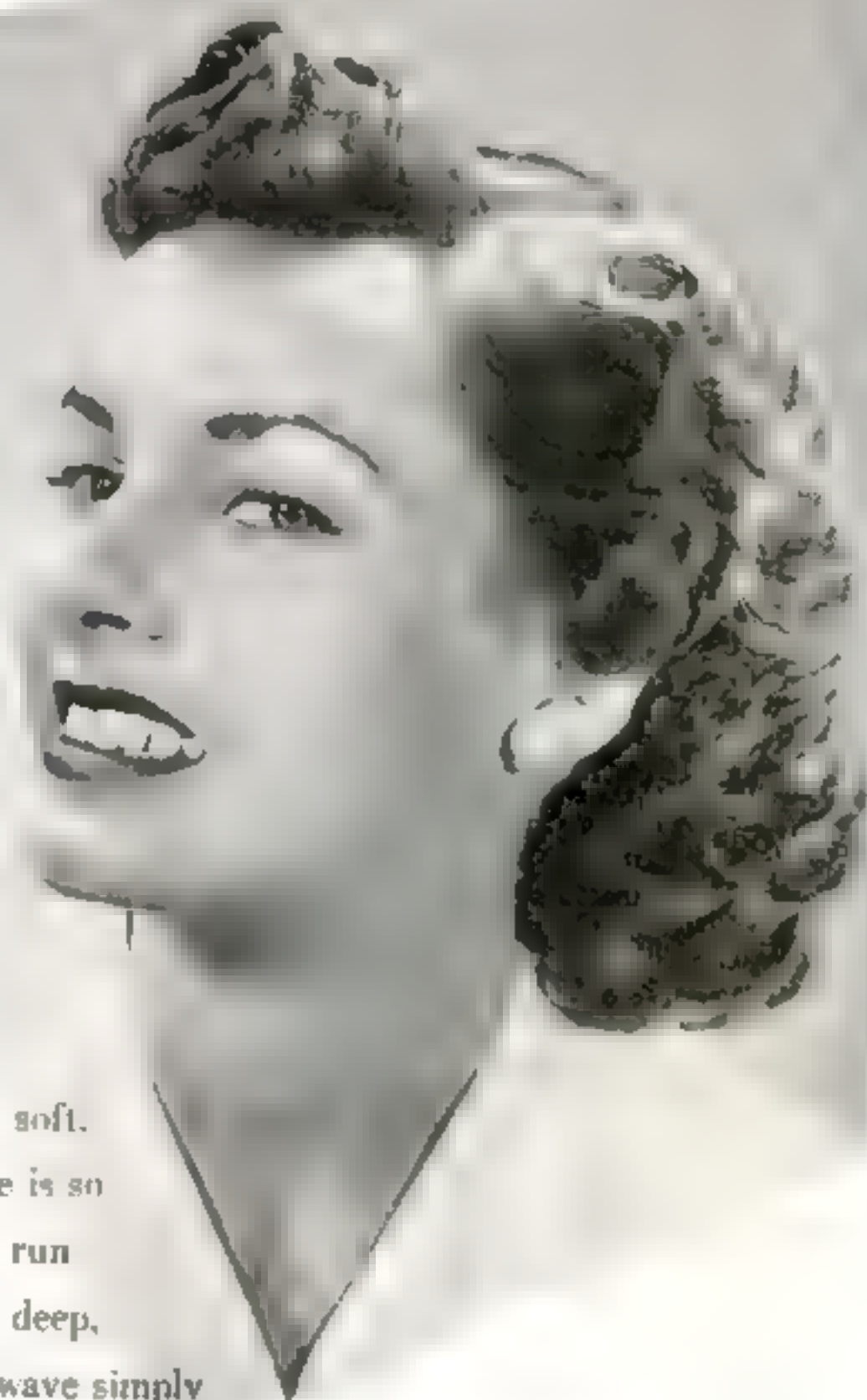
As administrators the six great Presidents did not distinguish themselves. Some of them, indeed, were in this regard distinctly inferior to men who were otherwise mediocre. The American tradition, rightly or wrongly, dismisses as unimportant the aspect of the President as manager of our national government. We value the ends of public policy over skill in executing it. Franklin Roosevelt said, a week after his election in 1932, "The Presidency is not merely an administrative office. That is the least part of it." Judged in the light of his later performance, this sounds like what lawyers call a plea in avoidance. Jackson and Lincoln would probably have endorsed Roosevelt's view, as well as his description of the presidency as "preeminently a place of moral leadership." It was the exercise of moral leadership that won these men their popular acclaim and the lasting regard of posterity.

The great Presidents were strong Presidents. Each of them magnified the executive branch at the expense of the other branches of the government. They acted on the premise that "the President," as Woodrow Wilson wrote while he was still an academic student of public affairs, "is at liberty, both in law and conscience, to be as big a man as he can." They had to be strong to break down inertia and overcome opposition to the programs they wanted to carry out. Recalcitrant Congresses were reluctant to pass legislation asked by the Executive; supreme courts sometimes declared wanted measures unconstitutional when they were passed.

The methods used by these Presidents to get action out of Congress varied with their temperaments and the times. Washington simply overawed the legislative branch with his enormous personal prestige as the military hero of the Revolution and his godlike position as "father of his country." Jefferson preferred to work behind the scenes, pulling party strings in caucuses and overseeing the judicious distribution of patronage. Later executives leaned more on

"At last! A wave like naturally curly hair..."

"My Portrait wave is soft, lovely, easy to manage!" says Pat Barnard, Television Actress, of Great Neck, N.Y. "I never dreamed a permanent could be so wonderful! For my soft, flattering Portrait wave is so easy to take care of! I run a comb through those deep, springy curls and my wave simply falls into place."



now YOU CAN HAVE THIS LOVELIER WAVE

FOR YOUR *first*

HOME PERMANENT—Have the kind of wave you dream of! Get the complete Portrait kit with exclusive Twin-Grip curlers! Even back curls are easy to do with this new kind of curler. For it grips hair tips so firmly that you can wind like a breeze—so evenly, so smoothly!

NOW! Get the complete Portrait kit, with exclusive Twin-Grip curlers, extra-mild wave lotion, end tissues, and neutralizer—ONLY \$2.00, plus 7¢ tax.

FOR YOUR *next*

HOME PERMANENT—See how much lovelier a wave can be—get a Portrait refill! You'll marvel at the soft, natural curl that Portrait's extra-mild lotion coaxes into your hair. And it's a springy, lasting wave that's wonderfully easy to manage.

A Portrait refill works with any plastic curlers. It costs only \$1.00 plus tax and contains Portrait extra-mild wave lotion, end tissues, and neutralizer.



Portrait

TRADE MARK

A PRODUCT OF LEHN & FINK © 1948

**HOME
PERMANENT**



CONTINUED ON NEXT PAGE



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Fieldcrest"



For holiday or every day . . .
the choice is Fieldcrest Lace

**Quality
Testing**

*Fieldcrest table-
cloths are quality
tested at every
important point
during manufac-
ture to give you
extra beauty, ex-
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Your Thanksgiving and Christmas dinners will take on new grace, new elegance with a Fieldcrest Lace Tablecloth. Fieldcrest's new *Wildwood** is especially designed for you, or for a cherished gift. Power loomed for modest price, *Wildwood* has fine mercerized cotton yarns, Drax finished to resist soiling. See this, and other Fieldcrest patterns, at fine stores everywhere.

*In three sizes, 63 x 81, 72 x 90, 72 x 108

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FIELDCREST MILLS, Division of Marshall Field & Company, Inc., 88 Worth Street, N. Y. 13, N. Y.

U.S. PRESIDENTS CONTINUED

public opinion. They appealed directly to the voters when Congress balked. Jackson was the first to use his veto power extensively: He also exploited the possibilities of a disciplined party press. Wilson revived the practice, which Jefferson had abandoned, of making personal appearances before Congress. Roosevelt's voice worked political magic over the air waves. In our day a vivid personality and gifts of showmanship have become indispensable prerequisites of presidential leadership. This points up one of the weaknesses of our political system, for men who might make good Presidents often make poor candidates, and so get no chance at the office.

With the supreme court all but one of the six great Presidents sooner or later found themselves in conflict. The exception was Washington—and he appointed all the judges of the court with which he had to deal.

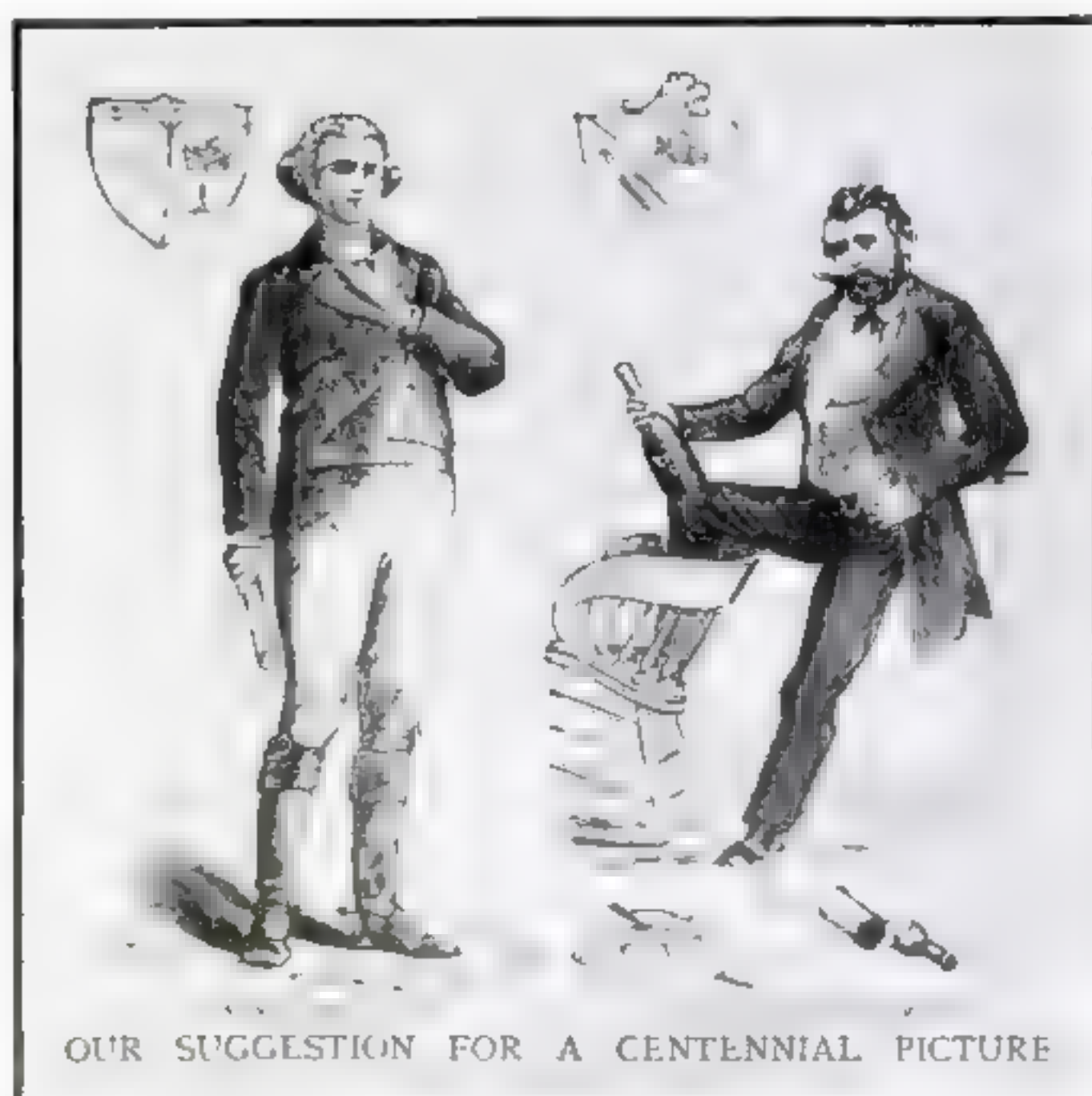
Strong leaders arouse strong opposition. Business interests resist anything new in the way of controls; politicians usually prefer to let well enough alone; Congress resents executive "encroachments"; the opposition party views everything with alarm. Moreover big Presidents often have big faults which, seen at close range, are apt to appear magnified still more. As a result the great Presidents fell foul of the bitterest antagonisms inside their own parties as well as elsewhere. Even the comparatively sacrosanct Washington was not immune. As he remarked, he was assailed "in such exaggerated and indecent terms as could scarcely be applied to a Nero, a notorious defaulter or even to a common pickpocket." When he retired an opposition paper rejoiced that "the man who is the source of all the misfortunes of our country . . . is no longer possessed of power to multiply evils upon the U.S."

The press has regularly thrown the weight of its influence against the great and near-great Presidents in their election campaigns, with the exception of Washington. The majority of newspaper editors tried to defeat Jefferson and Lincoln when they first ran for the presidency, fought Jackson and Wilson both times when they were candidates and lambasted Roosevelt in all four of his campaigns.

The task of being a great President would seem to be more rewarding to the nation than to the man in office. A few, to be sure, were exhilarated by the ordeals of office, but all looked for abiding satisfaction in the verdict they expected history to render on their service.

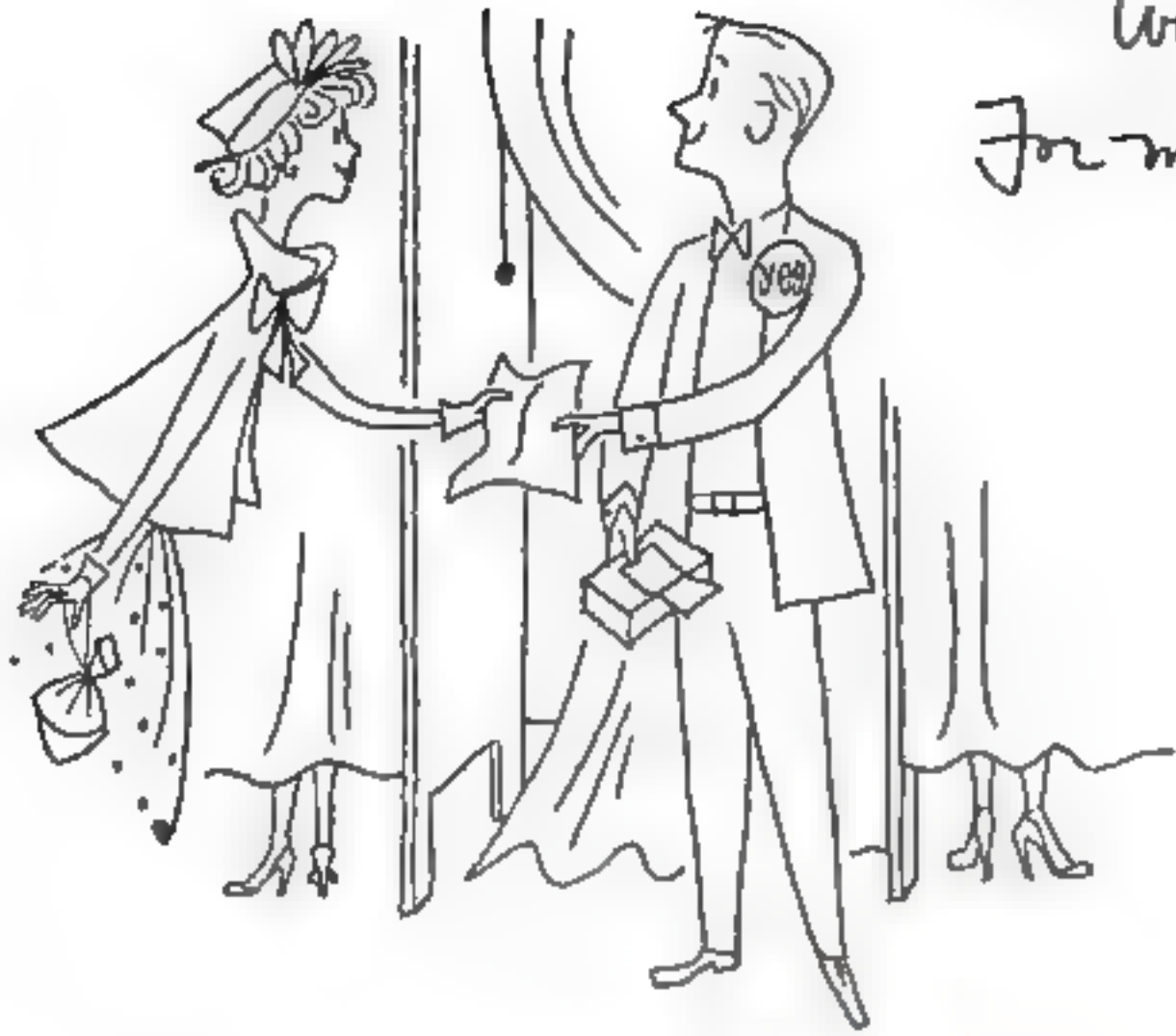
That verdict is favorable not only to them, but to the political system which put them in office. More than a third of our Presidents—10 out of 29—achieved the rank of great or near great, a creditable showing for any system of government.

The common run of our Presidents, as it happens, held office during periods that demanded little of the man in the White House. It is not humanly to be expected that even a young and vigorous nation will always be at its best. Indeed there are periods when the general welfare may call for rest and relaxation. What endows a country with greatness is the ability to produce greatness when it is needed. That test America, up to now, has well met.



CONTRAST of great Washington and failure Grant hurt the latter when he sought renomination in 1876, centennial of the Declaration of Independence.

Wide-open box gives one **YES** or lots
For mopping your brow (or tying in knots!)



Whether you vote **YES** or not—
Be sure you vote! It counts a lot!



Candidate sad over losing the issue
Has plenty of use for absorbent **YES** tissue!



The will of the people has been done—
YES tissue and the best man won!



SPAULDING HOME in Boston is on this Beacon Street corner, overlooking the Charles River. When his brother married in 1909 Spaulding moved to top floor. When he himself got married he took over the house and filled it with paintings.



SPAULDING YACHT, Isis, was anchored off family's summer home at Pride's Crossing. Summer home (below) had rooms with high vaulted and decorated ceilings and such steep stairs that footmen had to carry the babies up and down them.



JOHN SPAULDING at 50 was an art collector and eligible Boston bachelor.

The Spaulding Collection

A Boston storybook character gives magnificent art to museum

From time to time during the past two decades the trustees of the Boston Museum of Fine Arts tried to get John Spaulding to join their board. They were frank about their purpose: Mr. Spaulding had an enviable collection of modern French paintings which he would, if a trustee, be inclined to leave to the museum. But Mr. Spaulding never consented to become a trustee. He died last winter and not until the will was read did the museum learn that he had given it his paintings. The Spaulding collection is one of the most perfect of its kind, worth about \$2 million and including some of the best works by the great French Impressionists. It was the selection of a man who, in his possessions and preoccupations, was an old and special Boston type—a kind of storybook Bostonian.

John Spaulding, the son of a wealthy sugar dealer, wound up a gentlemanly education at Harvard ('92) and then, after a few years in his father's business, proceeded to enjoy what his wealth could give him. There was the house on Beacon Street and the huge summer place shared with his brother at Pride's Crossing about 20 miles from Boston. There was the staff of 90 servants and the special greenhouse for raising orchids. There was the family yacht, *Isis*, on which he steamed to Boston one or two mornings a week—or, almost as easily, cruised around the Mediterranean and the Adriatic. On one trip to the Orient he and his brother bought a Japanese print, which started them off to collect eventually 6,000 Japanese prints and 452 knife handles. Then around 1920 his interest shifted to the works of Degas, Renoir, Cézanne and others.

A quiet, withdrawn gentleman, Spaulding bought only what pleased him and never thought about the investment value of a painting. He often hung paintings in the bathroom. "People spend so much time there," he said, "why not have pictures to look at?" In the summer, when he moved to Pride's Crossing, he took his choicest prints, which were packed in boxes and loaded on a van. A butler rode with them carrying a fire extinguisher.

At 56 John married, but his wife died in 1943 and soon afterward he moved to the Ritz-Carlton Hotel where he lived surrounded by a few of his lesser paintings. A man of fixed habits, Spaulding descended at six every evening to the hotel mezzanine, ordered two old-fashioneds and, because he hated poorly dressed women, sat there muttering about the frumpy hats worn by Boston dowagers. At dinner he ordered the best inexpensive food on the menu, never plunged beyond a 25¢ dessert. He died last January at the age of 77. Speaking of John Spaulding and all that he stood for, Mrs. William Spaulding, his brother's widow, sighed gently and said, "It's too bad it's all gone and finished now. We had such wonderful fun."

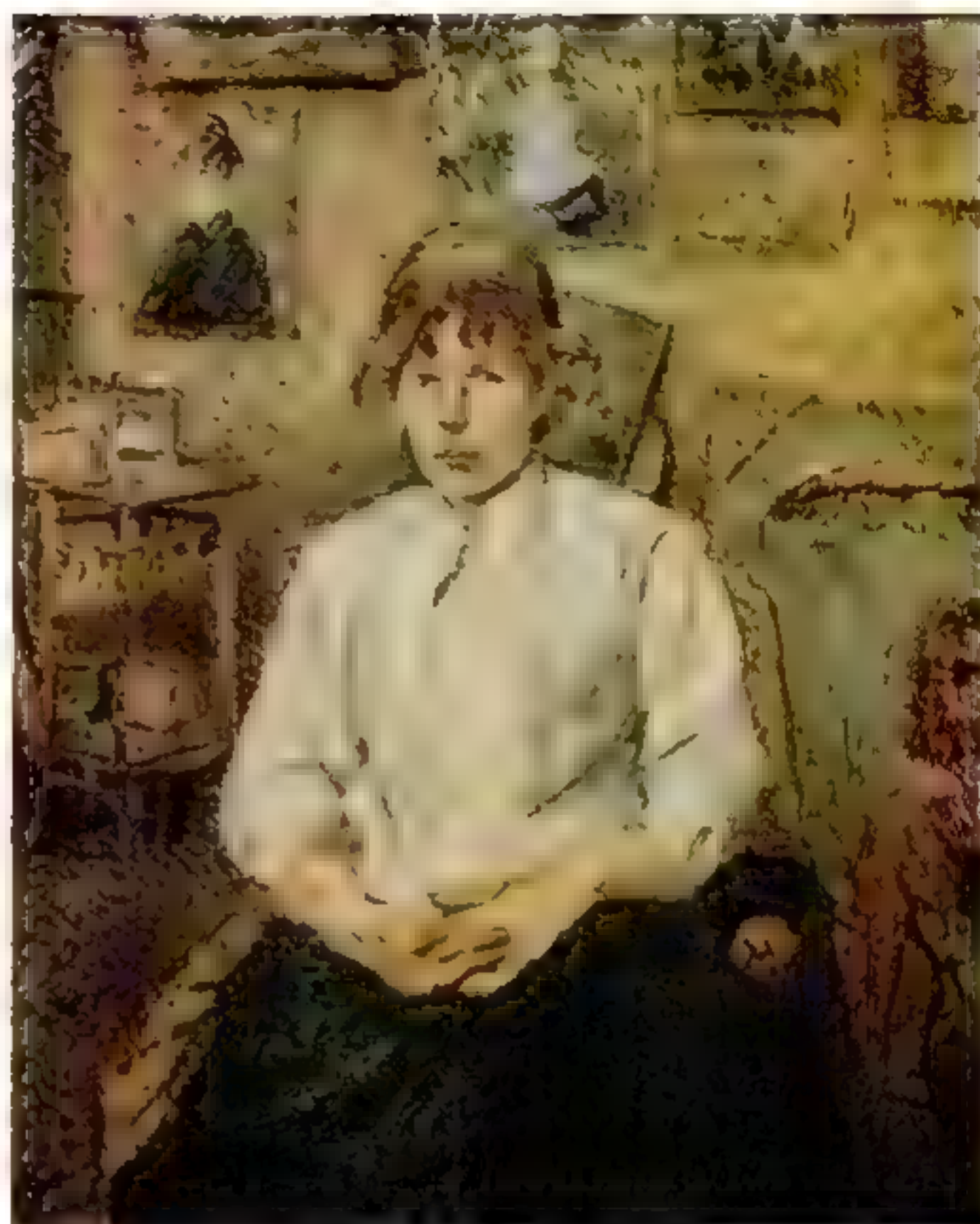
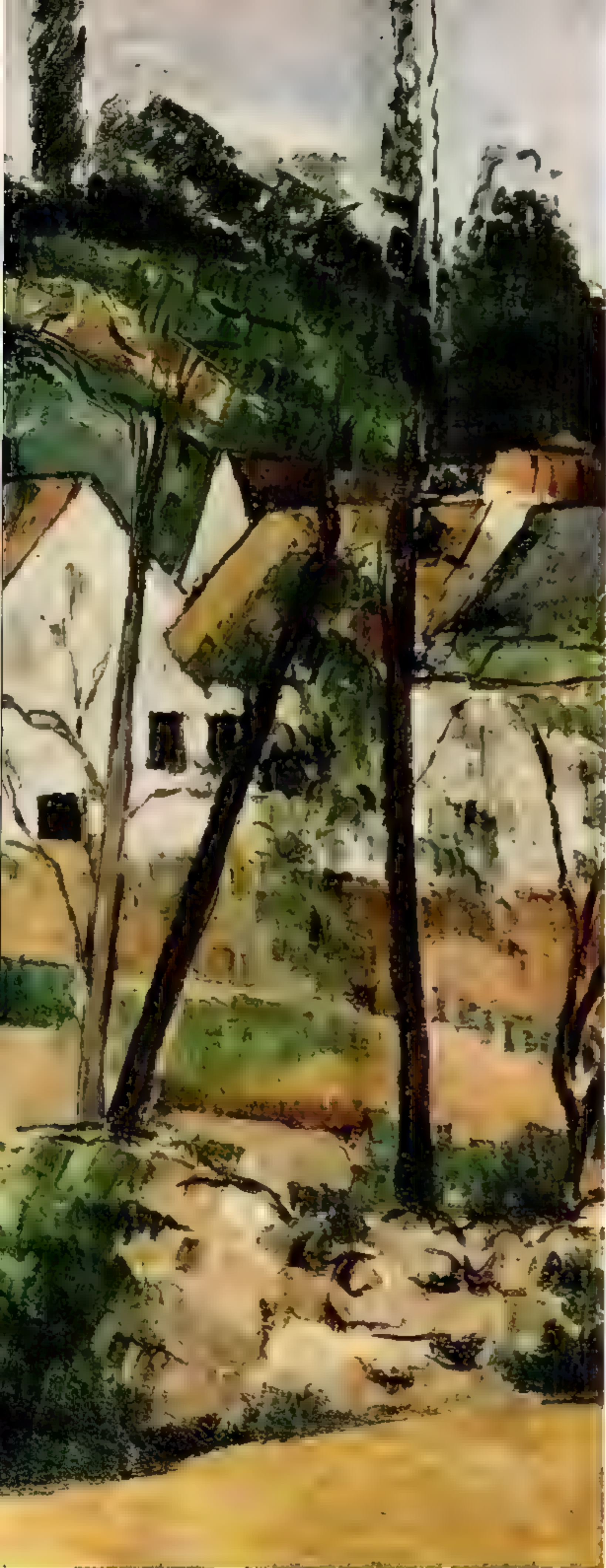


RENOIR: Mr. Spaulding greatly admired the work of Pierre Auguste Renoir and bought six of the French Impressionist's paintings for his collection. This one, called *Portrait of a Child*, shows a little boy, a distant relative of the artist, who grew up to become a fashionable Parisian dressmaker. Renoir painted many portraits, but only because they brought him good commissions and enabled him to work on the landscapes, groups, still lifes and nudes he really preferred to do



CEZANNE: This is called *The Turn in the Road* and was done by Paul Cézanne at the time when his post-Impressionist style was beginning to mature. He started

it in 1879, finished it three years later and I was restless and unhappy while working on it because the Paris critics as well as many artists were scornful of his color.



TOULOUSE-LAUTREC: Painter of this *Woman in a Studio* was the son of a wealthy French count. Henri de Toulouse-Lautrec was a dwarf who, because he was generally snubbed, lived in a house of prostitution where he was treated with deference and respect. Picture at right side of this painting is a sketch of himself.



DEGAS: This is a portrait of Edgar Degas' father listening to a musician named Paganini playing the guitar. It was done about 1872 in Degas' Montmartre studio when the artist was in the midst of his famous ballet-girl series. He did another and similar painting of this subject which now belongs to the Louvre in Paris.



VAN GOGH: This is *House at Auvers*, a view of a little French town near Paris where Vincent Van Gogh moved in 1890 after he had cut off his ear in a deranged moment. The unhappy artist at this time was still subject to fits of insanity. But during his lucid periods he was able to work, turning out some of his most brilliant and violent paintings. A few weeks after he finished the scene above Van Gogh, who was only 37 years old, committed suicide and was buried in Auvers.

16 Wonderful Ways you can go Pullman!



1. Upper and Lower Berth. By day they're deep-sprung, comfortable seats by a wide window. For sleeping, each converts into a large, soft bed, with convenient shelf for toilet articles, clothes hanger and light for reading.



2. Roomette. Private room for one, complete with sofa seat, toilet and washstand, cool drinking water, personal control of lights, heating, air-conditioning and ventilation. A pre-made Pullman bed pulls out of the wall for sleeping. (The Duplex-Roomette—a lower-priced version of the Roomette—is also available on some trains.)



3. Bedroom. Here you travel with all the comforts of a full-length sofa (or a contoured seat and folding chair), full-size lower and upper beds, enclosed toilet and washbasin, wardrobe locker, full-length mirror and ample luggage space. (The Bedroom accommodates one to two people. The connecting Double Bedroom accommodates up to four.)



4. New Compartment. This accommodation features a folding, full-size bed, plus upper berth, contoured seat and folding chair. Toilet and washbasin are enclosed. Air-conditioning, lighting, ventilation and heating are personally controlled. (Designed for two or three persons, may also be had connecting with a Bedroom to sleep up to four.)



5. New Drawing Room. Sleeps up to five comfortably. Ideal for family travel. Two movable lounge chairs give a spacious living room effect for daylight travel. There's plenty of dressing space. Toilet and washbasin are enclosed. And, of course, you control your lighting, heating, air-conditioning and ventilation.



6. Lounge Car. Your private club on wheels no matter how you go Pullman. Easy chairs for relaxing, a table for writing, the latest papers and magazines to read, the conversation and companionship of other people to enjoy. Plus an attentive waiter to serve you refreshments. Here's another Pullman extra at no extra cost!

NOTE: All these accommodations are not now available on all trains. But more and more trains will have them in the months ahead.

Go Pullman

THE SAFEST, MOST COMFORTABLE WAY
TO GET THERE!

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The National Guard Defends America—Join Now!

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"Last winter, the first time we used your blanket, neither my husband nor I had a cold at all. Ordinary run of colds prior to that time was one or two per winter."—Mrs. P. de M. REGISTER, Media, Pa.



"I certainly do drop off to sleep faster and get a better night's rest under my Simmons Blanket. Maybe that's one reason I have had fewer colds since I have been sleeping under it."—CHARLES F. SPIERS, Kansas City, Missouri.



"I wouldn't be without my Simmons Electronic Blanket. It gets cold up here in the winter, and, although I slept with open windows every night, I never got a chill. I have definitely had fewer colds since sleeping under my Simmons Blanket."—Mrs. J. J. TELLINGTON, Gorham, New Hampshire.

READ WHAT ENTHUSIASTIC USERS SAY ABOUT THIS

Amazing New Defense Against Colds!



"My Simmons Electronic Blanket goes with me from Denver, Colo., to Clearwater, Florida, every year. It has been a great comfort to me—not only because it provides me with an even temperature all night long, but because I'm sure it has saved me catching many severe colds. I want a Simmons Blanket for every bed in my house."—Mrs. P. J. MENG, Denver, Colorado.



"I feel very definitely that the Simmons Electronic Blanket has not only given me a better night's rest but that it has helped to improve my circulation and to cut down on colds."—WILLIAM P. MURPHY, Ousville, N. Y.

HERE ARE THE MEDICAL FACTS: Doctors agree that four factors commonly lead to colds: chilling, lack of sleep, physical fatigue, and worry and anxiety.*

Today, thanks to the Simmons Electronic Blanket, you can actually reduce susceptibility to colds resulting from these medically recognized factors . . . because the electronically-controlled even temperature of this blanket brings you, as never before, the deep sleep, relaxing rest, comforting warmth and release from nervous tension that are vital to effective cold defense.

Get your Simmons Electronic Blanket *now* at your favorite department or furniture store or electric service company.

IMPORTANT. Note how Electronic Control guards you against catching colds in all these 4 VITAL WAYS:

1. Protects you from changes in room temperature: when your room gets colder at night, your Simmons Blanket adjusts automatically† . . . its electronic control maintaining an even "warmth without weight" throughout the night.

2. Protects you from changes in body temperature: when you sleep there is a noticeable drop in your body temperature which makes exposure to night drafts even more dangerous. Only electronic control can adjust blanket warmth to this drop.†

3. Helps you avoid physical fatigue: 8 out of 10 users say they go to sleep faster and sleep better under the Simmons Electronic Blanket. You, too, will wake up more refreshed, and more fortified against ever-present disease agents.

4. Relaxes nervous tensions: just like a warm bath, the Simmons Blanket relaxes tense muscles and nerves, encourages quick, sound sleep. This wonderful blanket pre-warms cold sheets† and envelops your body in gentle warmth.

*The Common Cold and How to Fight It. (P. 17) N. D. Fabricant, M.D. Ziff-Davis, Chicago, 1945.
†According to tests conducted by the United States Testing Company. Report No. 78693.



"I go to sleep faster, sleep deeper and never get a chill under your wonderful blanket. It's such a comfort! I'm sure your blanket has helped me ward off many colds I would have gotten without it. I plan to get a Simmons for every member of my family."—Mrs. ALFRED K. BALL, Ewart, Michigan.



"Besides having fewer colds, we love our Simmons for keeping us so warm and comfortable without a big pile of ordinary blankets."—Mrs. E. J. BRENNAN, Arnold, Maryland.



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SIMMONS

Electronic Blanket

BY THE MAKERS OF THE FAMOUS BEAUTIFUL MATTRESS, DEEP-SLEEP MATTRESS, ACE SPRING, HIDE-A-BED SOFA, BABYBEAUTY CRIB MATTRESS

This beautiful Simmons Electronic Blanket comes in lovely pastel colors—rose, peach, green, blue and cedar. One size fits single or double bed. Certified washable by American Institute of Laundering.

Buy with confidence. The Simmons Electronic Blanket carries the approval of Underwriters' Laboratories, Inc., and is made by Simmons, the world's largest manufacturer of sleep products. Only \$39.50 plus tax.



A FLYING DOG, A LEAPING GIRL AND A STATIONARY BED IN AN ENGLISH MOTION PICTURE STUDIO PROVIDE THE INGREDIENTS FOR AN EYE-CATCHING PHOTOGRAPH

ENGLISH CUTUPS

Sexy movie stars have a fling at silly stunts and slapstick

Three years ago a young British actress named Molly Thornton stood minding her own business on a London sidewalk, waiting in line for a ticket to a movie. With the wisdom born of years of encounters with American troops she ignored two jeep-borne GIs ogling her from the curb. But the GIs were persistent. She became half-convinced that their unlikely story about being talent scouts for Movie Producer Sir Alexander Korda was true.

It was. Within a few days Korda had her under contract, renamed her Christine Norden and set about making a star of her. Part of this interesting process produced the astonishing picture shown here in which Photographer Nat Farbman combined the surefire ingredients of a girl, a nightgown, a dog and a bed and managed to get almost all of them in motion at once. For another English actress who knows the value of a good gag shot turn the page.



ANGRY RESTORATION FISHMONGER GETS SET TO THROW A CUSTARD PIE

A PIE FOR MARGARET LOCKWOOD

The smeared and sputtering face below is better known to American audiences expressing passionate love or brazen enticement. It belongs to Margaret Lockwood, one of England's leading movie actresses, who, in the décolleté *The Wicked Lady*, also took a prominent part in the great cleavage controversy (*LIFE*, Oct. 28, 1946). But none of this guarantees her against an occasional loss of dignity. For her latest movie, *Cardboard Cavalier*, from which these pictures were taken, Miss Lockwood has cheerfully put on the Restoration clothes and brash Restoration manners of Nell Gwyn, the actress who became the mistress of King Charles II. Then, in a wild fish-market brawl, she favors the camera and the publicity men with a slapstick scene right out of Mack Sennett.



PLASTERED WITH PIE, irascible Nell Gwyn (Margaret Lockwood) plots revenge: hitting the fishmonger with a cod and a barrelful of live shrimps.

"Really!...
Why doesn't
someone
pass the TUMS?"



The more delicious the food, the more you may need Tums—to relieve acid indigestion, gas and heartburn almost instantly. Take Tums just like candy mints—any time, anywhere, as often as needed. You'll feel better fast! No baking soda (bicarbonate) in Tums. No danger of overalkalizing; no acid rebound. Do as millions do: Night and day, at home or away, always carry Tums. Still only 10¢ a roll—3-roll package, a quarter. Get Tums today at any drug store.

**QUICK RELIEF FOR
ACID INDIGESTION**



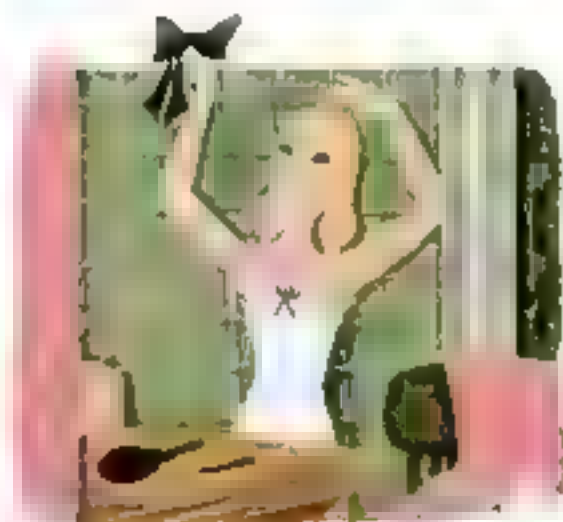
for the tummy

Try one or two Tums after breakfast. See if you don't feel better!

NR TUMS ARE ANTACID—not a laxative. For a laxative, use mild, dependable, all-vegetable **NR** Tablets (Nature's Remedy). Get a 25¢ box today.



Wind no more,
my lady!



LUCKY YOU . . . you won't have to worry your pretty head about electric Little Tel. It never needs winding, oiling, or regulating.



ON TIME, TOO . . . electric Little Tel can't run down, or fast, or slow. You can depend on it to help you be on the dot.

Here's one gay clock that takes care of itself . . . and you. Electric Little Tel stands by in silence while you sleep . . . Its alarm keeps sounding until you wake up and stop it. To bring you right time for years, it has the long-life self-starting Telechron motor. It's the motor that has been winning fame for Telechron electric clocks as the most dependable in the world. Ivory-colored plastic case. Actual size shown . . . or slightly larger, with control-a-tone alarm you can regulate low or loud, and luminous hands and hour markings . . . jumbo size, with bell alarm and luminous hands and numerals. Telechron Inc., Ashland, Mass. A General Electric Affiliate.

Prices on Telechron clocks, including alarms, start at . . . **\$4.95** Plus Tax

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ELECTRIC CLOCKS

Telechron . . . the first and favorite electric clock . . . brings you right time for every room. Choose from smart styles in alarms, occasional, kitchen clocks, and awakening devices . . . at your Telechron dealer's.



Top Performance

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Take your car to your
Texaco Dealer NOW for a Fall check-up ✓

- ✓ He will give your car a thorough inspection and service it for winter driving. He will check your tires, battery, spark plugs. He will protect your car's cooling system with new Texaco PERMANENT TYPE ANTI-FREEZE . . . one filling gives you sure protection all winter long.
- ✓ He will also fill your crankcase with HAVOLINE, the *modern* motor oil that CLEANS as it lubricates . . . and gives you extra gas-miles, quicker starts, more efficient power.
- ✓ And for that comfortable "cushiony" feeling as you drive, he will apply MARFAK—the tougher, longer-lasting chassis lubricant that fights friction and wear. It's applied by chart, never by chance.
- ✓ For luxurious power-to-spare, fill up with Texaco SKY CHIEF gasoline . . . or with FIRE-CHIEF, the economical gasoline that gives utmost power at regular prices . . . They're sold by your Texaco Dealer, *the best friend your car ever had!*

THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada



TUNE IN...TEXACO STAR THEATER every Wednesday night starring Milton Berle. See newspaper for time and station.



THE AIR FORCE'S NEW COMMAND TEAM

A handsome group of colorful but earnest young career officers have replaced the old "baling wire" boys

It is a Washington canard that the new Air Force is currently being run by a group of flabby, high-blue, younger extroverts who cannot speak without gestures and who speak only to themselves because no one else can understand their jargon. It is true that the new Air Force generals are surprisingly young. The average age: 47. This is partly because the Air Force as a career is a newer concept than that of the other services, partly because the veterans of aviation's barnstorming era like "Hap" Arnold and "Tooe" Spaatz recognized the need for young brains like Lauris Norstad (cover and p. 90).

But the generals are no full-throttle "flyboys." They are indeed best exemplified by the top general of them all, General Hoyt Sanford Vandenberg (*above*), who went to West Point, became a crack pilot and taught fighter tactics. He led the 9th Air Force in Europe in World War II, later was in charge of all U.S. military intelligence. While Vandenberg, who is a nephew of the senator, does indeed look even younger than his age (49), he is hard-working (8 to 6), has a long-range view of airpower and an amazing ability to make men work for him. For some of the young men who do work for him, turn the page.



GENERAL MUIR S. FAIRCHILD, 54, is the oldest man on the staff. His title is Vice-Chief of Staff, which means he sees that Vandenberg's orders are carried out, takes some of the administrative load off Vandenberg's shoulders. Fairchild was a staff man during World War II, executive officer to Arnold. Later directed the supply of men and matériel overseas. No desk man, Fairchild flew right bombers in World War I, was a flight instructor and test pilot between wars.



LIEUT. GENERAL ELWOOD R. QUESADA, 44, is the Air Staff's tactical boss, which means that he is in charge of coordinating all air support with ground troops and naval forces. A "hot pilot" ever since he was an air cadet in 1924, "Pete" Quesada flew in Africa, led the IX Tactical Air Command in England and on the Continent during World War II, earned the nickname of the "pilot's general." He learned tactical airpower in Africa and Normandy.



LIEUT. GENERAL EDWIN W. RAWLINGS, 44, is the Air Comptroller, the man who has to make up the budget and then stay within it despite constantly rising costs. Although he is a pilot his specialty throughout his career has been figure-juggling. Before the war he took a two-year course at the famous Harvard School of Business Administration. Rawlings' alter egos on the new air staff are Lieut. General Idwal Edwards, 53, who is in charge of personnel and Lieut. General Howard Craig, 50, who is in charge of matériel.



LIEUT. GENERAL CURTIS E. LEMAY, 41, is just as colorful as Quesada. Tough, unaware of fear, LeMay was called "Ironpants" in the 8th Air Force in England during the early days of the war. Later, in the Pacific phase, he commanded the 20th Air Force's crippling B-29 raids on Japan. Although the Japs called him a "bloodthirsty maniac," he announced ahead of time what cities he would bomb so civilians could get out. Until Sept. 20 he ran the Berlin airlift. Now he is the Air Staff's strategic boss, in charge of long-range bombing.

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Never before, keys like this! FINGER-FLOW KEYS—designed to cradle your finger tips! This exclusive Royal feature gives greater clearance between rows of keys. Along with the fully standard "office typewriter" keyboard, it makes typing easier, faster, more accurate!



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"Magic" is a registered trade-mark of Royal Typewriter Company, Inc.

FINGER-FLOW KEYS



Royal Portable

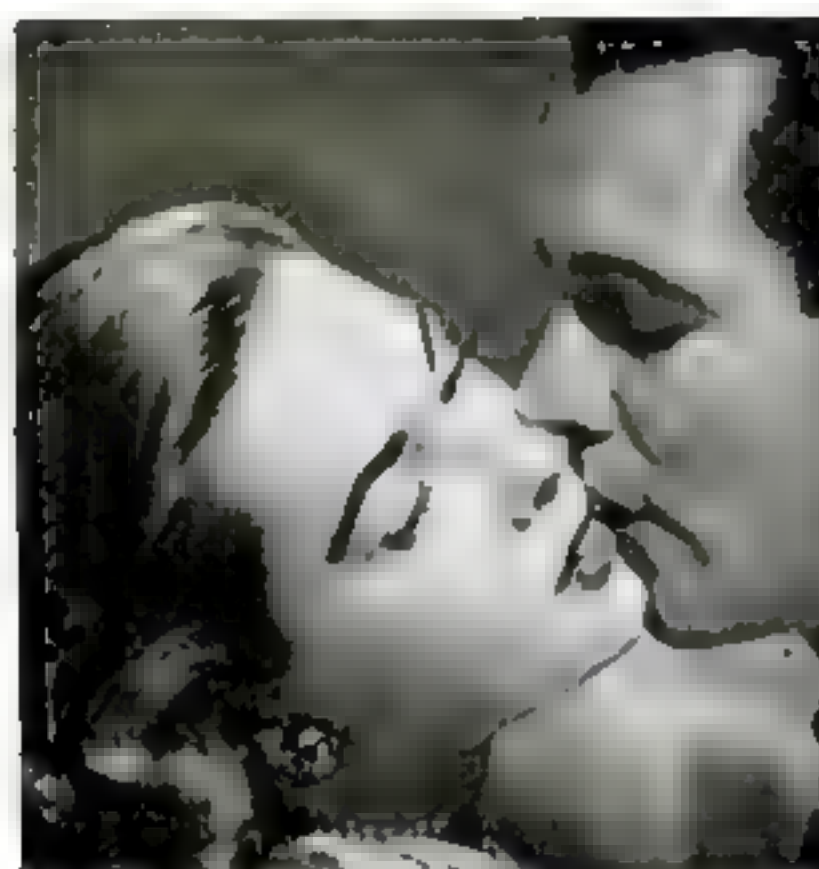
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• Step in and take a load off your arches. Feel the Walk-Over Main Spring® Arch action. It puts your weight where your foot is built to take it! Smartly styled, too. All yours in these handsome Bridle Tan custom calf Walk-Overs.

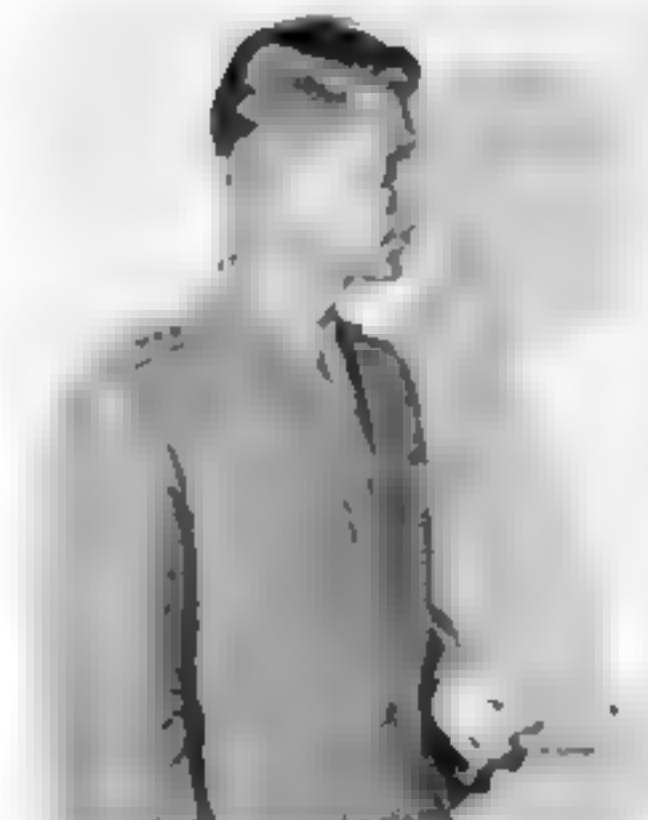
Geo. E. Keith Company, Brackton 63 Mass.

WALK-OVER

MAIN SPRING
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Air Force's Generals CONTINUED

EARNEST YOUNG SON OF MINISTER IS THE AIR FORCE'S "THINKER"



Lieut. General Lauris Norstad, the Air Force's Deputy Chief of Staff for Operations, likes to say he is "representative of a generation in the Air Force." This deprecatory self-analysis is true in that Larry Norstad, like other young air officers, has practically grown up with the airman's point of view which tends to regard warships and ground troops as "supporting" military arms. But apart from a faith in the strategic mission of airpower that is common to his generation, Norstad is an extraordinary phenomenon.

NORSTAD PONDER'S MAP PROBLEM

Physically, the 41-year-old Norstad looks like the character in a college play who has sprinkled white powder on his temples to indicate a lapse of 20 years between Acts 2 and 3. The son of a Norwegian Lutheran minister, he often talks as if he were mulling over a homely sermon. Where other airmen speak in terms of groups, wings and advance bases, Norstad adds spiritual dimensions to his military theory. Modern wars, he observes, are not fought over boundary lines or economics, but over philosophical issues. And since "ideology permeates," you don't win "clear-cut victories by armed forces alone." Economic and military strength may provide the foundation for a "spiritual knockout," but "the only weapon against an idea is a better idea." And the "projection" of the idea in church, school and home is just as important to Norstad as the quality of our planes or the soundness of a plan. On occasion he relaxes by reading *The Federalist*. His theory is that you can't think straight unless you "renew your intellectual capital from time to time."

When Norstad was a Red Wing, Minn. high-school student, he had his eye cocked on a law career. Then, after an appointment to West Point, he decided to become a cavalryman. After flight training at Riverside, Calif. he reluctantly made the transfer from the Army to the air corps. Before he could amass the requisite 10 years or 2,000 hours at the stick that were necessary for B-17 pilot rating in the days before World War II, Norstad found himself detailed to staff duty. In 1942 General Hap Arnold, needing "someone to help me do my thinking," pulled a surprised Norstad out of the job of running the air corps' first intelligence school. "Here's your first problem," said Arnold to Norstad and a colleague, "I want the answer in here at 8 o'clock tomorrow morning." This marked the first recognition of young brains in the air corps, for before this judgment had been measured by the yardstick of age. General Marshall later got a law passed permitting the underage Norstad to become a permanent brigadier general.

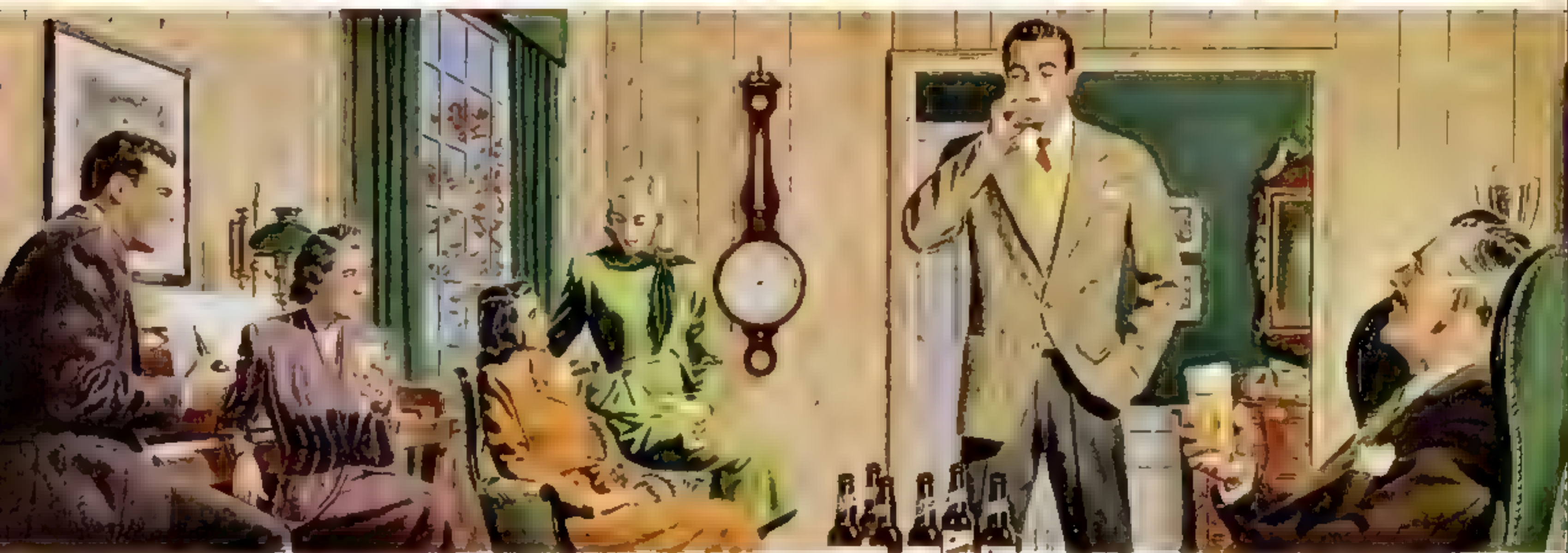
After a period with Arnold, Norstad did the air planning in London for the invasion of North Africa. Subsequently, as Director of Operations of the Northwest African Air Forces, Norstad found time to inspect Roman ruins and to make a study of the strategic importance of the Mediterranean world. Like his former chief in North Africa, Tony Spaatz, Norstad looks forward to the day when U.S. planes will be able to carry the war to an enemy over the polar ice cap. But, since planes for cross-polar war have still to be produced, Norstad thinks North Africa remains the 1948 military, as distinct from the psychological, key to any war for control of the Eurasian land mass.

As air Deputy Chief of Staff for Operations, Norstad has a planning function that frequently brings him into contact with General Albert Wedemeyer, his "opposite number" in the Army. Wedemeyer and Norstad are alike in their insistence that a general should know a lot about diplomatic history and the relationship between civilian and military organization in a democracy. Wedemeyer likens Norstad to an eager terrier. Another Norstad supporter is Felix Frankfurter, who keeps insisting that Norstad spends too much time at his Pentagon desk to be a "great thinker." "You are just another executive," says Frankfurter. "If you were a success you'd devote only three or four hours a day to being executive and the rest of the time you'd be thinking."

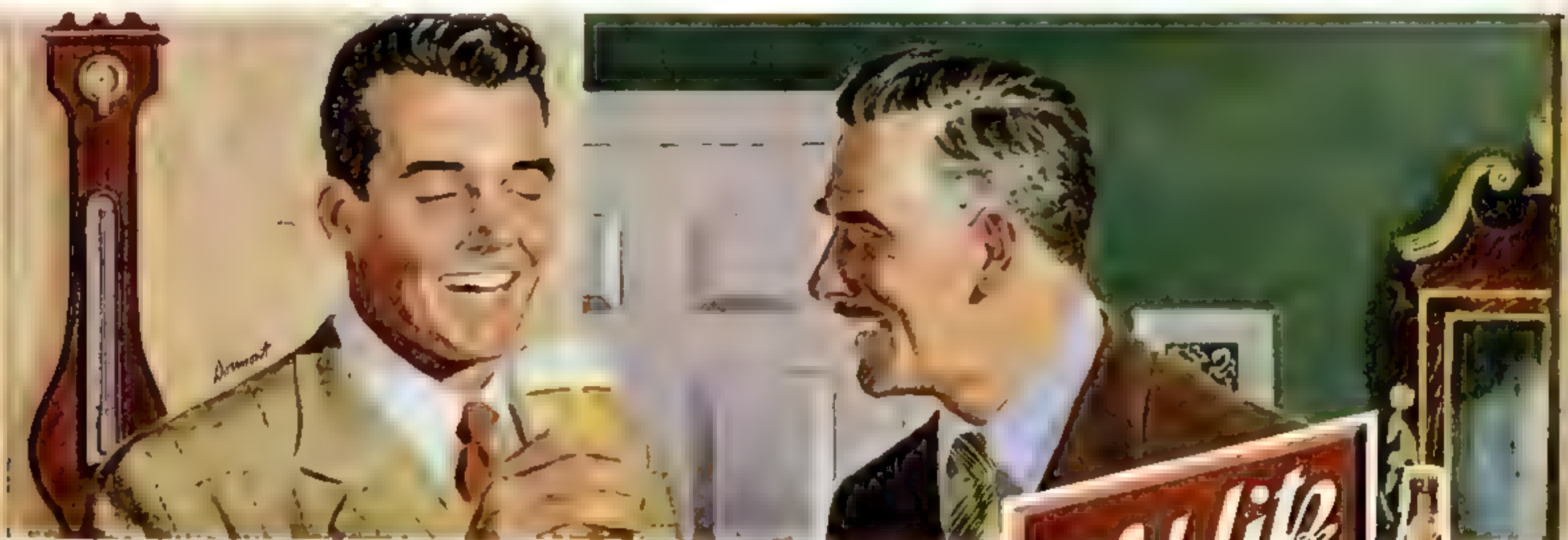
Norstad thinks the justice has a point. During a recent sick spell he spent two days in bed. He was surprised at "a really brilliant idea" he got while lying still.



"I was curious..."



"I tasted it..."



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"





UMBRELLAS as bright as summertime parasols make colorful combinations with raincoats like these (left to right): red corduroy with deep pockets and full-skirted

yellow rayon twill (both by Sherbrooke), a green Byrd Cloth Juster (by Aquatogs) and a clover leaf Jacquard faille (by Gravtogs). The umbrellas are all under \$10.

Rainwear

GAY COATS MATCH GAYER UMBRELLAS

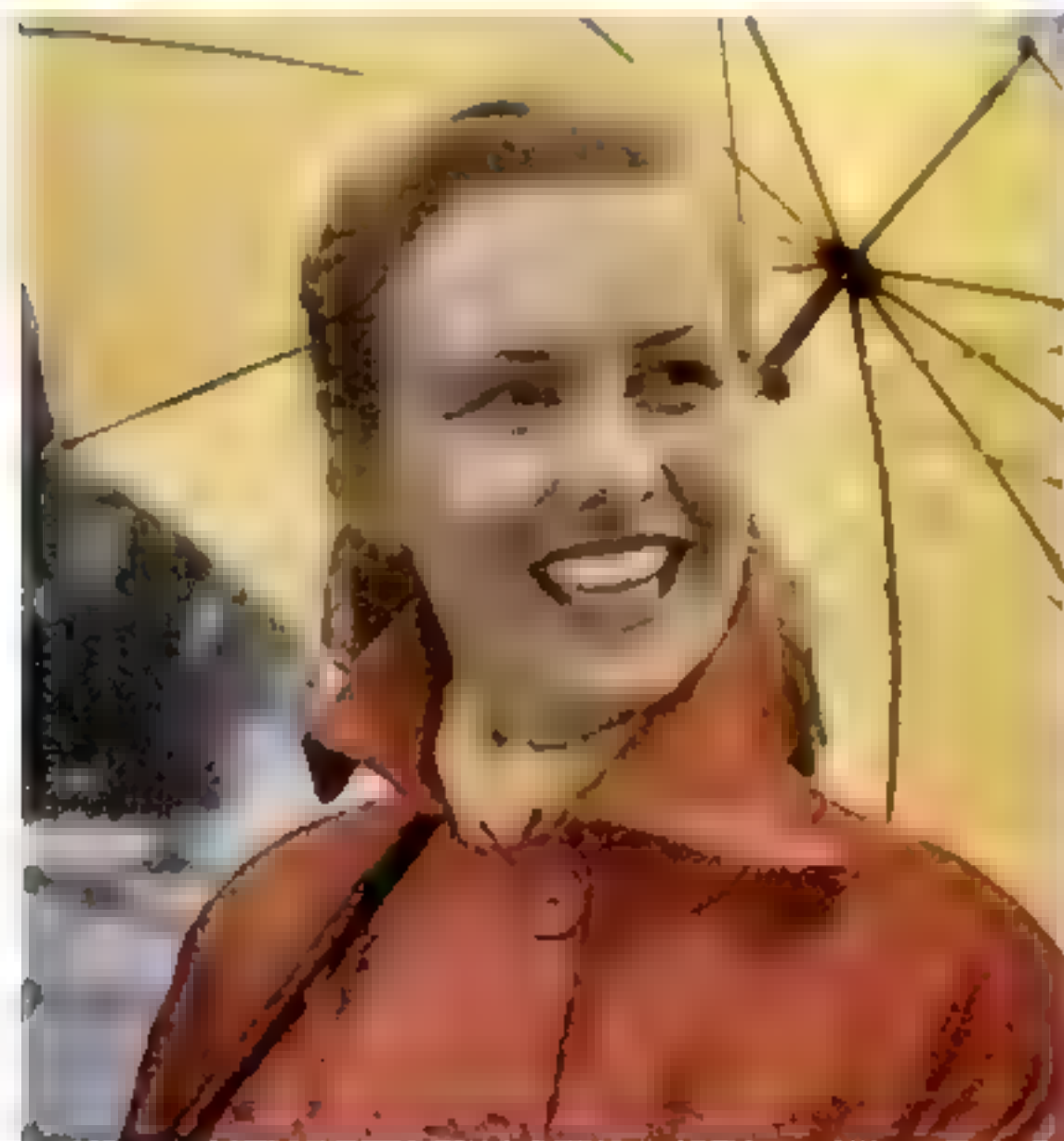
By cutting off the rubber supply World War II gave the raincoat business a shot in the arm. Chemical water repellents were developed which made possible the waterproofing of rich and colorful materials like satin and velveteen. As a result the rainwear business tripled. This year umbrellas have caught up with and even surpassed raincoats in color and dressiness. With gold, leather and plastic handles they come in all solid colors, as well as stripes and plaids. Some even have ruffles. Combined with raincoats they will give the season's wet sidewalks a carnival look.



FLAME VELVETEEN is used by Tigere for a raincoat dressy enough for dry-weather evenings. Scarf can be worn buttoned down.



DUSTY PINK RAYON with detachable hood by Sherbrooke is an example of the many soft shades that are very popular this year.



RED CORDUROY from Duchess Royal with narrow shoulders and yoke contrasts boldly with a yellow scarf and matching umbrella.



MORE TRADITIONAL type of wet-weather gear is this white Byrd Cloth coat with black velvet collar and matching white hat (Graytogs, under \$20), here enlivened by a red umbrella.



JEWELS BY JOHN RUBEL GOWN BY HATT & CARNED E

Thought to thrill a young wife's heart

"What a beautiful Thanksgiving table I'll set this year... with my lovely 1847 Rogers Bros! No other silverplate can match its rich beauty. Only solid silver, as a rule, is so artfully made."

FOR OVER 100 YEARS festive family tables have been lovingly set with 1847 Rogers Bros.

Modern patterns with the yearmark "1847" have an extra high, deep ornament; a perfection of finish, a fine balance in your hand that you usually find only in solid silver. And what an excellent

value it is! The price has not been raised since 1932!

52-piece service for eight, \$64.75; 76-piece service for twelve, \$94.75; 101-piece service for eight, \$148.75. (Prices include chests. No Federal tax.)

TURN ON: "The Adventures of Ozzie and Harriet," Sunday, 6:30 P.M., E.S.T., NBC.

COPY 1948, THE INTERNATIONAL SILVER COMPANY, MERIDEN, CONN.



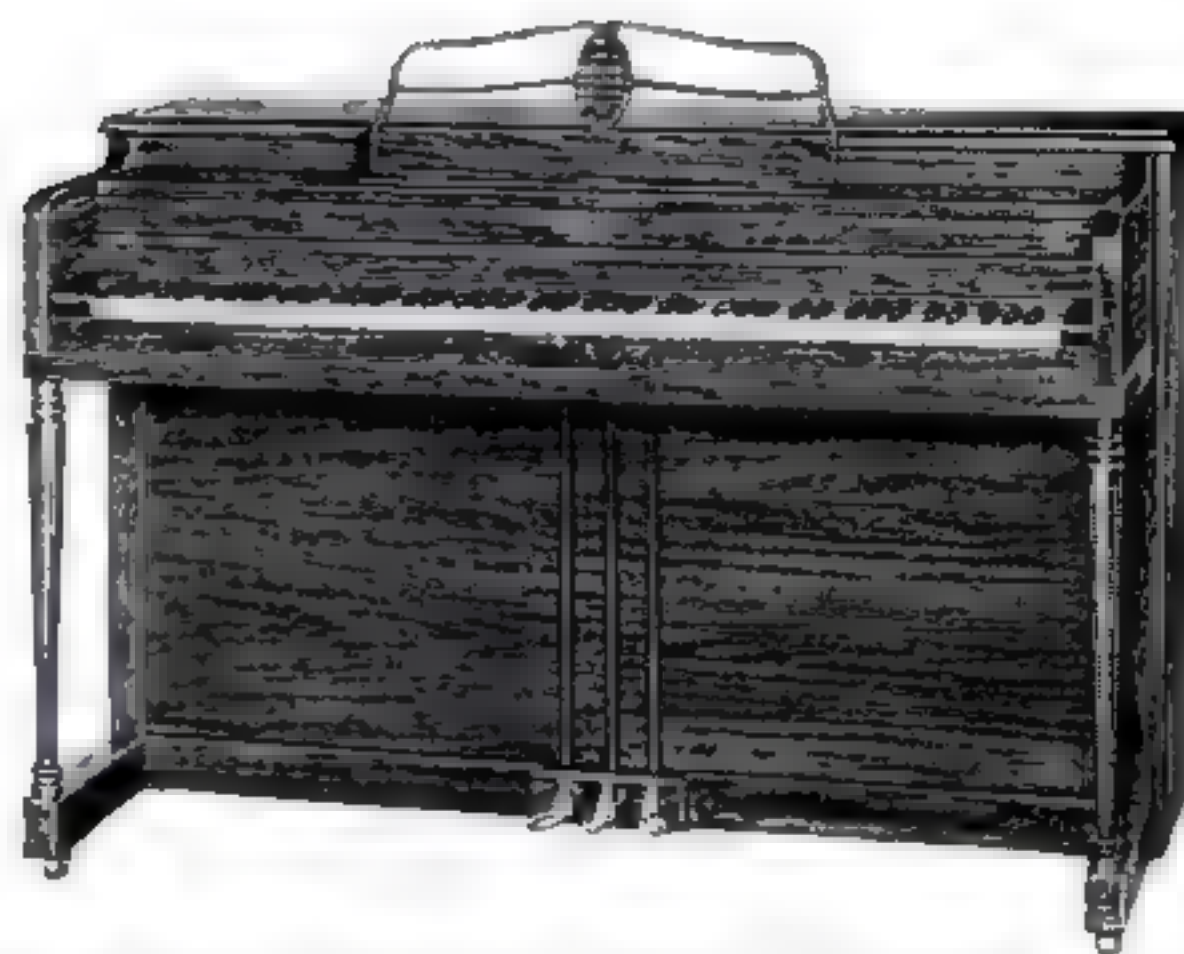
1847 ROGERS BROS.

For 101 years America's Finest Silverplate



THE WRATH OF ATH

The angry giant with water willow underskirt, shown fore (*above*) and aft (*below*), is named Ambiorix, after an ancient Gallic hero, and he marches each year through Ath, Belgium in a ceremony that began in 1390 as an effort to beseech Almighty aid against "calamities and scandals." Nowadays, however, it is an occasion for fun. Ambiorix is one of the biggest (13¼ feet tall, 270 pounds) in a parade of giants, but a single sturdy man carries him. Ambiorix is young, having entered the show in 1865. He delighted Ath as usual at harvesttime this year.



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WRAPPED IN ABANDONED BUILDING BY A RIVAL GANG ON STREET (PAGE 101), RED JACKSON PONDERES HIS NEXT MOVE



Harlem Gang Leader

Red Jackson's life is one of fear, frustration and violence

Photographs for LIFE by Gordon Parks

The tower in the upper right-hand corner of this page belongs to New York City's famous Riverside Church. Stretching off to the left of it are the classic buildings of Columbia University and the elegant apartments of some of the city's leading citizens. Nestled just below these, under the smoke and haze, are the crowded tenements and the cluttered, dreary streets of Harlem, the U.S.'s biggest Negro community. Here 500,000 people live, crammed into a ghettolike section built originally to hold less than half that number. Schools, like housing, are crowded and run-down, and at the close of each day overworked teachers

are glad to turn their restless pupils back into the streets. With little to do but roam around, the children often band together into street gangs—at their best, organized athletic teams, at their worst, roving bands of hoodlums held together by a common spirit of rebellion and a need for security. Leonard ("Red") Jackson, 17, is the tough and successful leader of such a gang.

When he was about 12, Red got tired of getting beaten up by older boys in the block and of paying "protection" in order to get to school. And when he was hungry, which was often, he needed a little help in stealing apples from the side-

walk stands. So he joined a gang for self-protection and for a chance to express his own personal defiance.

Red's gang fights other Harlem gangs like itself. Their acts of violence are no worse than those of white gangs in Brooklyn and other sections of the city, but with more to be frustrated about, and to fear, they have helped to give Harlem one of the highest delinquency rates in the nation. The photographs on these and the following pages are by Gordon Parks, a young Negro photographer who won Red Jackson's confidence and then stuck with him for four hectic weeks to make a chronicle of Red's unhappy life.

Harlem Gang Leader CONTINUED



RED (IN CHECKERED SHIRT) HAS AN ARGUMENT WITH SONNY HOLLIS (STANDING, LEFT), HIS "WAR COUNSELOR," AND SLUGS IT OUT WITH HIM TO MAINTAIN AUTHORITY



Red (standing, right) supervises painting of bicycles belonging to his gang. "Brother" Price, in foreground, is Red's cousin and assistant gang leader.

In the summertime the boys ride all over Manhattan for fun, and each year they paint their bikes with distinctive new colors, add new accessories.



RED WINS, GETS FIRST AID FOR A SMALL SCRATCH

Red's gang is called the Midtowners . . .

. . . and Red, so named because of his reddish hair and freckles, is its duly elected president. His cousin, "Brother" Price, is his assistant gang leader or vice president, and Sonny Hollis is his "war counselor." When a fight or "rumble" with another gang is imminent, Sonny is boss. As the tactical expert it is his job to evaluate the immediate situation and to decide whether it calls for a fight or just diplomatic negotiation (p. 102). But in all other matters Red is the undisputed leader.

Until he was hurt by a bus last Easter, Red was a scrappy Golden Gloves boxer who had lost only two bouts. He is still a formidable fighter and sometimes has to defend his authority against the premature attempts of fellow gang members like Sonny Hollis (above) to challenge his leadership and take over the presidency. In addition to having physical prowess, Red is a shrewd and quick-thinking leader who takes the initiative in all the gang's activities, from arranging to play stickball for money (at \$3 a game) with friendly gangs to fixing up its flashy bicycles (left).

The hierarchy of the Midtowners gang is rigidly divided into six groups according to age and experience. Starting with the Tiny Tims, who are 12-year-old beginners, its members graduate through the ranks of Kids, Cubs, Midgets and Juniors to the status of Seniors who, at the age of 30, are usually inactive alumni. Red, now a Midget, has led the most active Midtowners since 1946, when their former president was jailed for shooting a member of a rival gang. Each gang operates in a neighborhood where most of its members live. Red himself lives on 99th Street, but he keeps his Midtowners concentrated in a block on 119th, so that his mother (right) can walk her dog in the 99th Street neighborhood in peace.



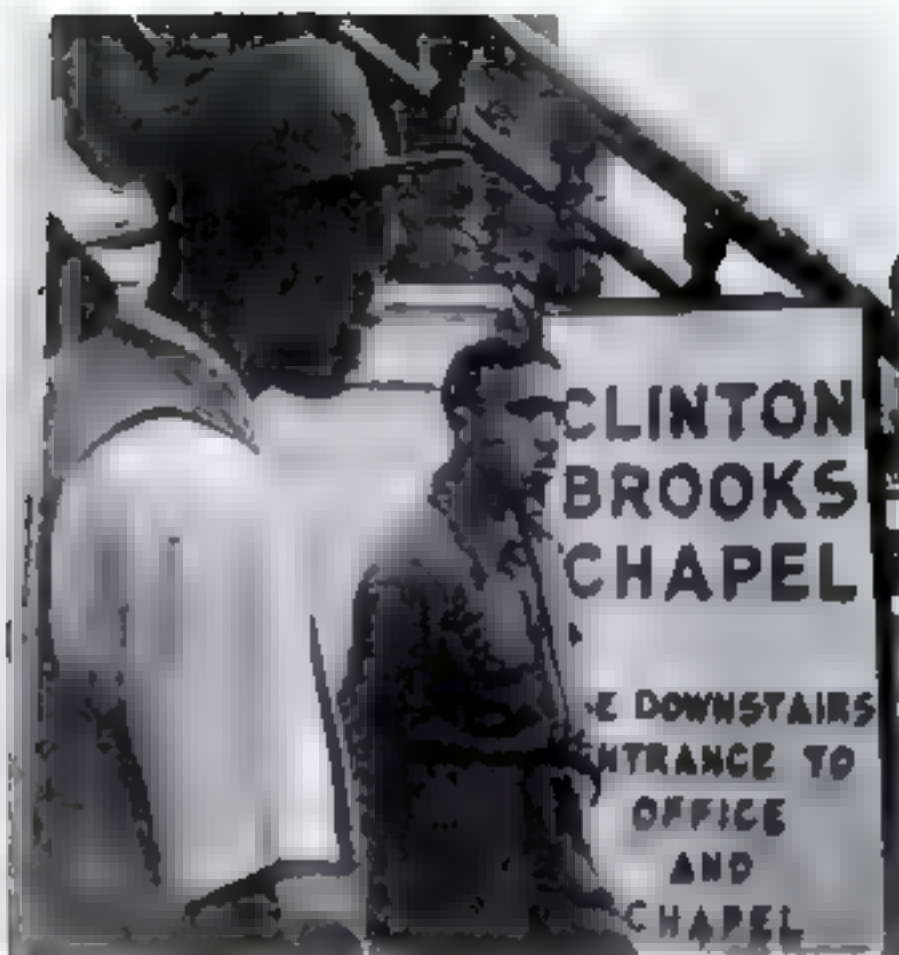
In the tiny neighborhood candy store (above), which is the center of his gang's evening recreation, Red "slow drags" with one of his girl friends.

Red holds ball of yarn (below) while his mother listens to the radio and knits a table mat. Older brother Arthur practices his hobby of sketching.





IN MORTUARY RED AND HERBIE LEVY STUDY WOUNDS ON FACE OF MAURICE GAINES, A BUDDY OF THEIRS WHO WAS FOUND DYING ONE NIGHT ON A HARLEM SIDEWALK



RED AND "BUDDY" LOOK WORRIED LEAVING MORTUARY

"We went to a chapel to see a dead pal...

... says Red, referring to the picture at left. The pal was Maurice Gaines, 15, who belonged to a friendly gang called the Nomads. The Nomads had fought as allies with the Midtowners for years, and when Gaines was found dying on a Harlem sidewalk the police decided it was an accidental death. But Red and "Little Buddy" (above), the Nomad leader, were sure that a rival gang had done the job and went to the mortuary with their friends to confirm their suspicions by studying the cuts around Gaines's lips and the lumps and bruises on his head and face.

"When we come out of the chapel," Red continues, "Herbie Levy saw some fellows coming up the street lookin' like they was after us. We ran into an old house that was empty and went upstairs to hide out. We all grabbed some bricks and stones and hid behind the windows ready to fight if we had to. None of us had any guns. Herbie's dog, he ran out on the ledge and we was scared he would give us away. But pretty soon a big crowd saw what was going on and stood around down in the street until the cops came by and the other guys ran away and we went on home. We sure wasn't ready for a fight that day."



NOMAD HOLDS BRICK DURING SIEGE IN OLD HOUSE



RED AND FRIENDS HIDE IN SHADOWS WHILE THEY SCAN STREET FOR RIVAL GANG. HERBIE RESTRAINS HIS DOG

"We held a war council when we got back . . .

. . . to our block," relates Red, "and I told the fellows that we shouldn't fight, but that we might have to if somebody was really after us, the way it looked. 'Tito,' another of our fellows, was in the hospital with cuts and bruises all over him. He was found in the railroad yards, and the cops said he'd been hit by a train, but we knew better than that. If we can, we let the cops settle things like this. If they can't we naturally put down some kind of action ourselves."

In the anarchy of youthful Harlem a gang fight can easily start over the swiping of a 50¢ pair of dark glasses, and once one of Red's buddies was killed over the theft of a small white hat. Red himself has a bullet wound in his left leg, the result of a sudden flare-up several years ago when one of his Midtowners started a fight because a member of another gang stepped on his shoeshine.

The night following the episode in the empty house, Sonny, Red's war counselor, went into a rival gang's territory and arranged for a meeting with its leaders on a specified corner. Later that night Red and his staff kept the rendezvous, and when he noticed one of the rival gang members hanging back suspiciously, Red decided it was because he was carrying a gun. Red frisked him (right) but found nothing. A few nights later, not satisfied with the negotiations, both sides repeated this routine. This time two boys started some loud talk which ended in a fight. Immediately both gangs jumped in and fought with sticks and garbage-can lids (opposite page) until someone suddenly pulled a gun and the whole group scattered.

After that scuffle the tension eased up. But until Red finds out how Gaines died and who beat up Tito he and his fellows can never really relax



WEARING GLASSES AS BADGE OF LEADERSHIP, RED FRISKS BOY THOUGHT TO HAVE GUN



Red describes his gang's worst fight . . .

"We have had a lot of fights that we called fun in our day," Red reminisces to some younger boys in his war council. "We had it one day when we had fellows coming at us from all directions. ZOOM! ZOOM! So we all ran after the bunch in front of us and let the guys in back of us chase us. We was grabbing garbage-can tops and sticks and things and making a lot of

noise and breaking out windows—PING-a-ling-a-ling! That kinda got them scared so they started firing at us. POW! PAM! POW! PAM! We kept on firing too. PAM! When we got tired of chasing the ones in front of us we made a switch turn and started chasing the ones in back. A lot of glass was breaking and that really made us sound vicious. The others finally quit it. We was really lucky. There was none of us got hurt that day."

IN A NIGHT BRAWL RED'S GANG BATTLES ANOTHER SUSPECTED OF KILLING THEIR BUDDY



FUN EXPERTS
ACCLAIM
"Miss Tatlock's
Millions"



BOB HOPE

says:



"Here's a picture
that has almost as
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What a whale of a difference a few millions make...in the hands of a guy (John Lund) who will spend \$6,666,666.66 a word...to say "I Love You" to beautiful Wanda Hendrix. And with

zanies Barry Fitzgerald and Monty Woolley adding fuel to the fun, it's a rollicking, riotous romance. Be sure to see them all in "Miss Tatlock's Millions"...at your favorite theatre soon.

Harlem Gang Leader CONTINUED



In studio before "boy mayor" broadcast, Red shows new YMCA card to Jimmy Morrow, plain-clothesman whom Red respects for his fairness.

Red tries to stop bloodshed but he gets little real help

Red Jackson doesn't spend all of his time fighting, by any means. He spends a good deal of it visiting his girl friends, and nearly every day he looks around for a job. For, as Red himself says, "You can't get sharp off fightin'. When you get old like me you know you can only be sharp by getting yourself a California wrap (fancy overcoat), a good job and a nice girl. I have watched and seen my fellows after they was shot and stabbed and that all happened just by being in a club. And if you're considered the worst one of the club you get killed first. There's no future in that."

Of course Red hasn't always felt like this. That he is beginning to change is due in part to the fact that he has found two men in Harlem upon whom he can depend for help. One is a cop, the other is an Episcopal minister. Plain-clothesman Jimmy Morrow (above) is one of a handful of police for whom Red has respect. From some he has learned to expect either threats or indifference. Jimmy's method, like that of some other young policemen in Harlem, is to give the boys a break, to try to cool off their wars before they start. The system is beginning to work—gangs are getting less vicious. Even Red now tries to keep his boys from robbing and has gone so far as to disband his troublesome girls' auxiliary. Two years ago Jimmy sent Red to the Tombs, New York's famous city prison, for possessing a gun. Jimmy wanted Red to find out for himself what jail was like. As Red describes his lesson now: "Some of the fellows think it's a good deal to get in jail, and they brag about it. Maybe they's only been South to visit their grandmother. They comes back and if you says,

CONTINUED ON PAGE 106



Father Bishop talks earnestly to Red and some of his Tiny Tims, reminds them of the day he caught Midtowners throwing bottles in front of church.



"Yes, I'm in style—and I'm warm and cozy and everybody loves me. That's the way I feel when I wear this beautiful Eagleknit hood."

It's 100% pure wool, knit to fit and hold its shape.

Ask your dealer. Write for catalog of smart Eagleknit styles. Eagle Knitting Mills, Inc., Milwaukee.

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The Perfect Christmas Gift

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Don't miss this great musical offering—nine favorite songs on three double-faced 10-inch records in a gift album. Delight and please your friends with this superb gift—and add it to your own record collection.

PHIL SPITALNY DIRECTS THE "HOUR OF CHARM"

The All-Girl Orchestra and Choir with Evelyn and her Magic Violin are the favorites of millions of radio listeners and concert audiences of America.



9 FAVORITE CHRISTMAS CAROLS

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Carol of the Bells • 'Twas the Night Before Christmas • Hark! The Herald Angels Sing
O Little Town of Bethlehem • God Rest Ye Merry, Gentlemen*

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Man to man-smoke
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Watch for
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The "Zero Bay"

A big, burly ulster, built for warm protection and masculine distinction. Its all wool worsted covert with a big, soft mouton collar and a lining of 100% Alpaca pile. About \$75. Also in 'Badger' of Cravenette worsted gabardine. See your Lakeland dealer — or write us today for his name.

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Harlem Gang Leader CONTINUED

'Where you been?' they says, 'Gee, man, I been in jail. It's crazy [terrific] up there. You get steak and chicken and potato salad. . . . So I went up and found out just how much chicken you do get. It's barley soup and cold cereal and powdered milk. When I come back somebody asked me, 'Where you been, Red?' and I said I been South to visit my grandmother. I was ashamed to say I been to jail.'

But there is more to Red's problem than learning that jail is no good. He finds it almost impossible to get a job that amounts to much more than low-grade janitor or messenger work, and where better jobs can be had either the employers or the unions are usually prejudiced against him. Even worse than these frustrations is the fact that like other Harlem boys Red has almost no one to talk to about his doubts, fears and troubles before they boil over into mischief and violence. He hasn't seen his father in about four years. His teachers were always too busy or too disinterested to notice him, and he quit school after junior high and one year of trade school. Besides Jimmy, almost the only other real friend he has is Father Bishop, rector of St. Philip's Episcopal Church, in the heart of Harlem. When Father Bishop caught Red and his gang throwing bottles in the street a few years ago, he called them in for a talk. Red found that the clergyman was a friend who would stick up for him, listen to his problems and explain right and wrong realistically.

One day last month, a few days after the fight shown on the preceding pages, a strange thing happened to Red. A Harlem movie theater cooked up a "youth program" and asked the police to provide a Harlem boy with poise and leadership to talk to its audience about delinquency. Jimmy Morrow was asked to name a boy. He suggested that Red, who had played ball with him in trying to reduce bloodshed, should get the spotlight. Red was glad to help out Jimmy, but he was pretty cynical about the proceedings, which included making him "boy mayor" of Harlem for a day, appearing on a radio broadcast and riding around in a parade in one of two big Buicks provided for the spectacle by a publicity-wise Negro businessman. Red's cynicism about the stunt was soon justified. He got a Y.M.C.A. membership card but found that it wasn't any good until he paid his dues. He had to laugh when the announcer introduced him over the air as a "crime fighter." He wondered what his rival gang leaders would think of that. When he visited his office-for-a-day to pose for newsreels no one paid the slightest attention to him until the cameramen arrived, when all the officials began to pat him on the back and hand him keys to the city. After the parade was over and all the pictures were taken, Red was let out on the sidewalk at lunchtime, and the big Buicks were driven off without a word about a ride home or a nice lunch for "His Honor." Red walked the 25 blocks home alone and bought a hot dog with his own money to munch along the way.

When all was said and done Red could count the people—white or colored—who were seriously and practically interested in his troubles, on the fingers of one hand.



After being paraded around in style as Harlem's "boy mayor," Red walks 25 blocks home alone. He has few people he can turn to for sincere help.



Vermont maple sap begins to run while snow is still on the ground and snow shoes are needed.

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Right in the maple sugar country—that's where we blend our Vermont Maid Syrup.

Our skilled blenders each year select maple sugar with unusually full flavor, then blend it with cane sugar. This blend makes the maple flavor uniformly rich and delicious.

You get real maple sugar flavor in every bottle of Vermont Maid Syrup—and at moderate cost. At your grocer's.

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Vermont Maid
Syrup



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Sing a song of candy—
A pure and tasty treat,
Delicious HEIDE JUICYFRUITS
The best there is to eat



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Try California Burgundy with your meat dish. Beef stew . . . rib roast . . . pot roast . . . hamburger — any red meat and good red wine is a hard-to-beat eating combination. Before cooking, marinate your thrifty cuts of meat with California Burgundy. And baste all roasts with 1½ cups Burgundy while roasting. Then serve at the table with glasses of the same kind of wine.

Bring out the wines America likes best *...the WINES of California*

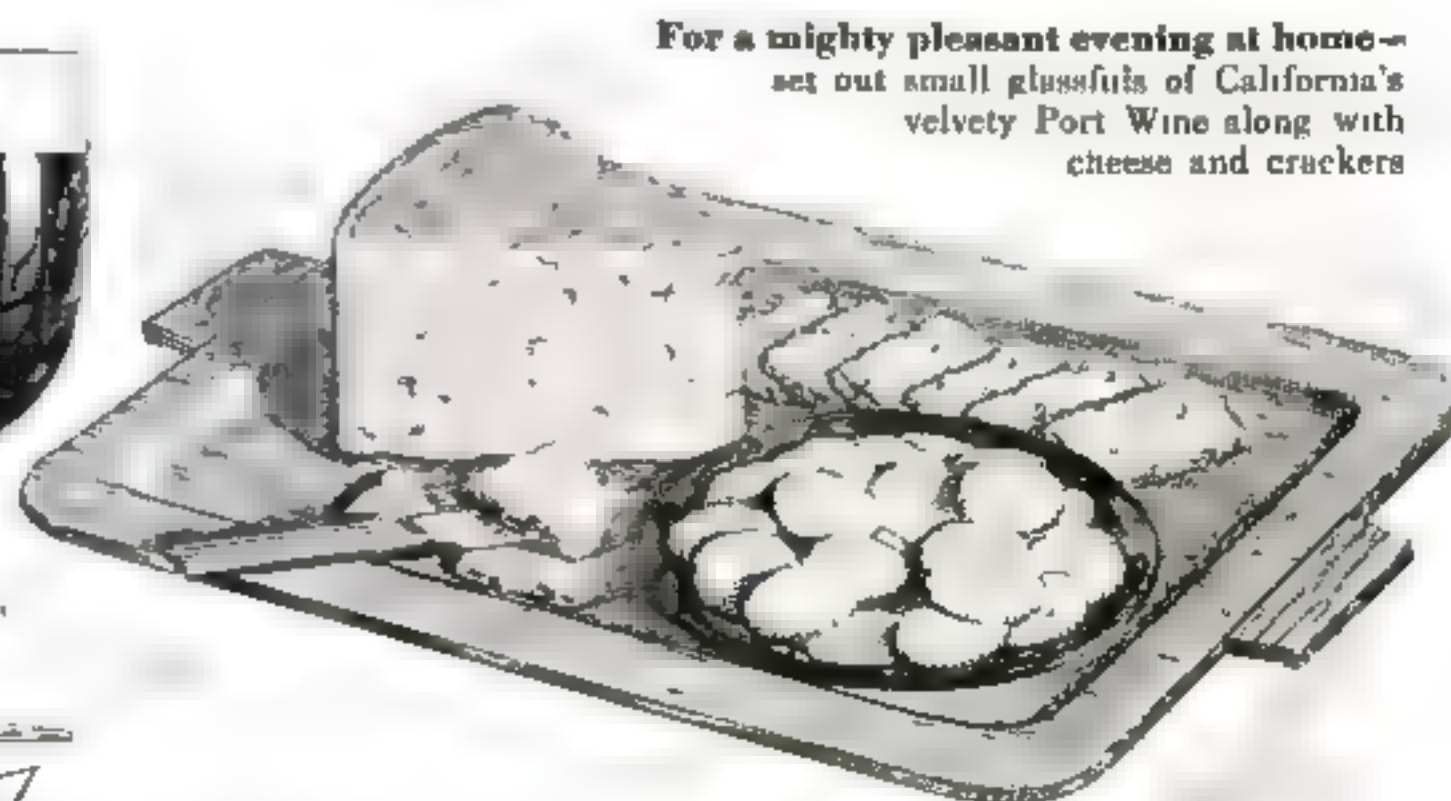
Of all American families who serve wine, seven out of eight choose the wines of California . . . for taste enjoyment

IT'S A SECRET worth knowing. When you set food before your guests, serve also a mellow, fragrant wine. Does it do things for hospitality at your house? Try serving wine and see!

Many parts of the world grow sound, true wines for families everywhere to enjoy with food. Yet by choice of taste, seven out of eight American families who serve wine choose the wines of California.

And naturally so! For the sunshine and soils of California are unmatched in all the world for wine growing. Here each famous wine-grape variety finds its perfect growing environment. Zinfandel, Palomino, Muscat, Riesling — over 125 varieties in all! Every year in California the grapes grow to full sweetness and flavor.

Made entirely of fresh sun-ripened grapes, matured till mellow and satisfying, California Wines are featured wherever wines are sold. Come enjoy them — prices are low. Wine Advisory Board, 717 Market St., San Francisco suggests you write for the booklet "Easy Entertaining with Wine." It is free.



For a mighty pleasant evening at home — set out small glassfuls of California's velvety Port Wine along with cheese and crackers

THEY COST SO LITTLE

The wine you like best is the right wine to serve. You'll find California Sherry tastes wonderful with appetizers. Rich red Port is delightful with desserts. Red wines like Burgundy and Claret are grand with red meats. White wines like Sauterne and Chablis do most for lighter meats or fish.

...AND ADD SO MUCH

So easy to serve Wines:

Wine has the same good taste from any glass . . . even a water tumbler is "correct" glassware in which to serve wine. You fill glasses right from the bottle. After you open the bottle, Sherry and Port keep almost indefinitely. And table wines like Burgundy, Claret or Sauterne will keep in your refrigerator

WOW-That's Four in a Row!

...HE BOWLS THE BALL WITH

DYNAMIC BALANCE*

THE BRUNSWICK MINERALITE†



"Four strikes in a row—Joe's sure hot tonight. Fact is the whole team's hot ever since we got our Brunswick Mineralites. The Mineralite takes everything you put on it... rolls right where you aim it... really blazes those pins!"

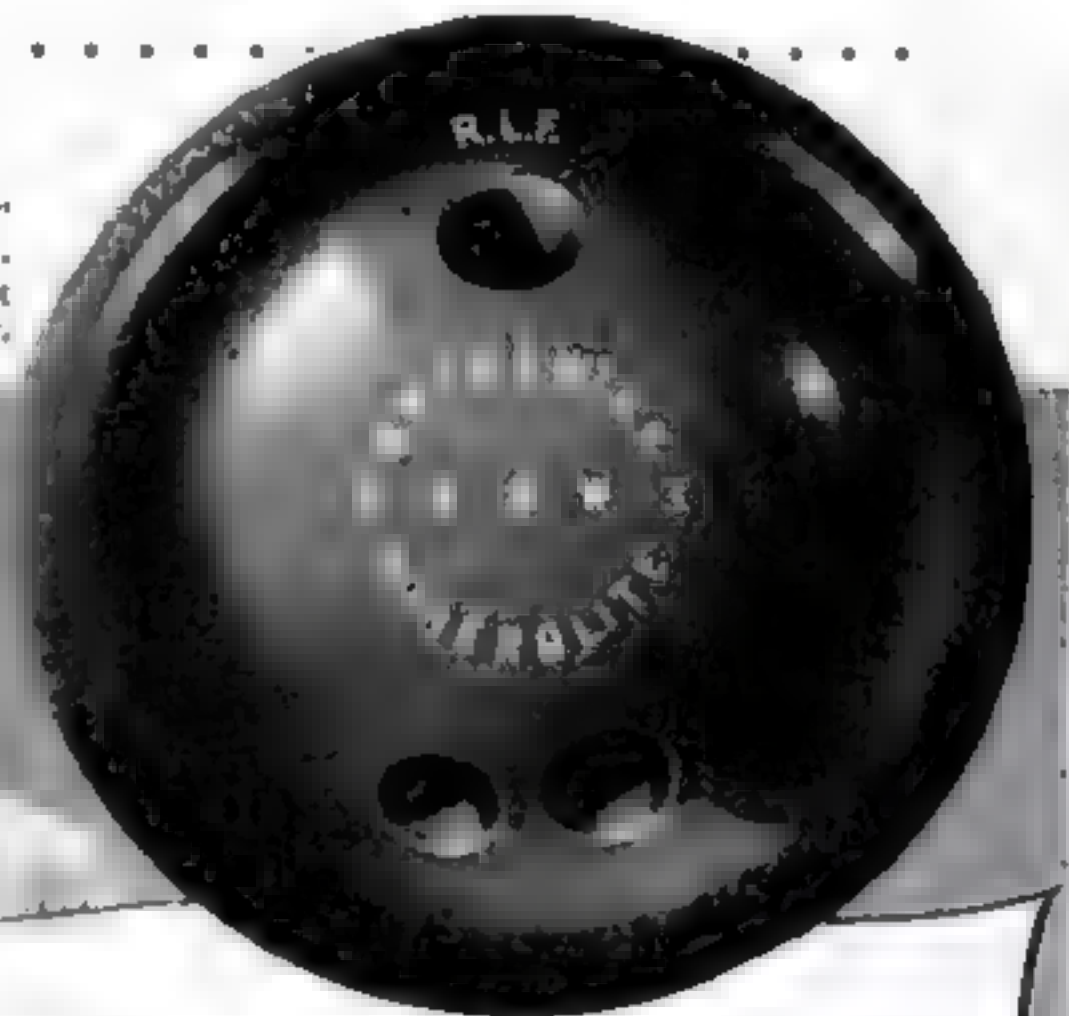
Yes, the Mineralite is really the champion of bowling balls. Dynamic Balance—scientific magic in the ball—makes the Mineralite roll smoothly, steadily up

the lane... right on the beam. To add scoring punch and strike power to your own game, bowl the ball the experts bowl. Get custom-fitted today for your Brunswick Mineralite.

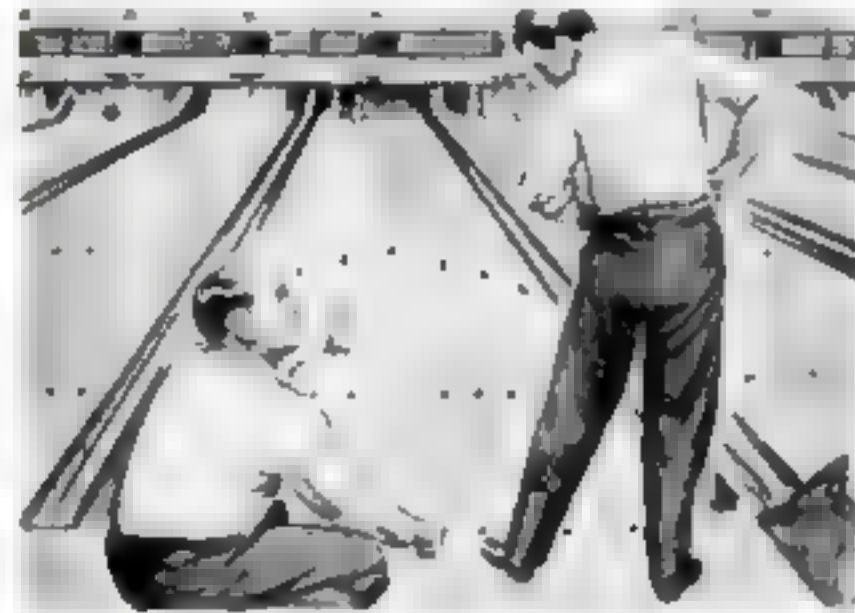
Remember, the Mineralite is only one of many Brunswick products designed by experts for better bowling. When you bowl Brunswick, you bowl the best. Read below what the champions say.

What DYNAMIC BALANCE Means

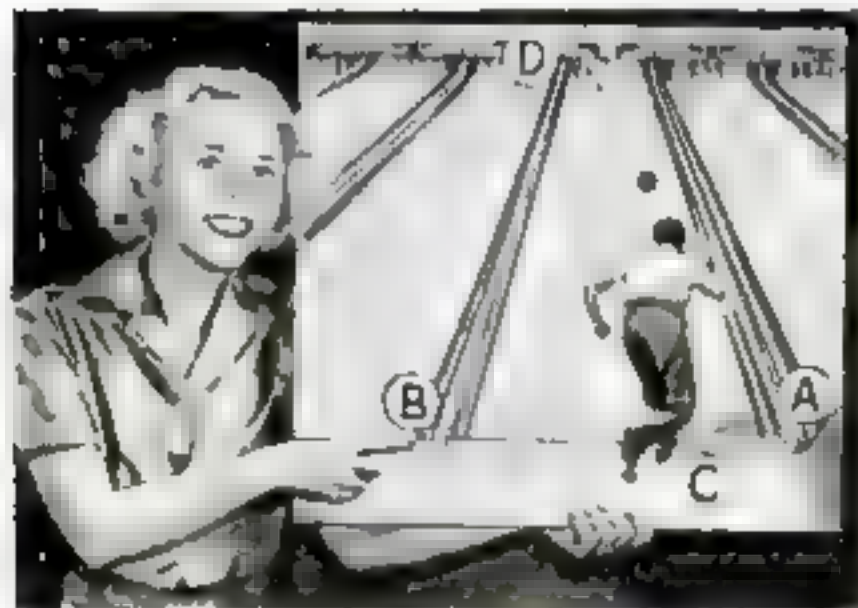
Dynamic Balance is "balance in motion." Scientific weight distribution inside the Brunswick Mineralite ball gives it this balance. It makes possible greater scoring accuracy.



"Players and spectators follow scores easily when they're projected on the Brunswick Tel-E-Score screen," says Andy Varipapa, National Match Game Champion. "The Tel-E-Score also reduces scoring errors and speeds up play without crowding around the score table."



"Whether your average is high or low, you'll have more fun bowling with the Brunswick Range-Finder," says Joe Wilman, 10-Year A.B.C. High Average Holder. "Its accurate guide markings on the alley bed 'line up' those pins to help you get more strikes and spares."



"Brunswick Tel-E-Foul helps bowlers develop perfect delivery by making them avoid fouls," says Catherine Felmeth, famous champion. "When the light beam from A to B is broken by the bowler's foot (C), a light (D) and a ringing bell automatically record the error."



"With the Brunswick Brunscometer you can be sure that your bowling ball really fits your grip," says Buddy Bomar, Bowler of the Year. "A sliding gauge measures your span with accuracy for the positive fit that helps increase bowling scores."

"The Brunswick Mineralite gives you everything,"

says NED DAY

ABC All Events Champion

The Brunswick Mineralite—choice of the champions. Available in Black, Tri-Color, Mottled Brown or Mottled Green. Stamped with your initials. From \$21.95 (Ned Day Grip 75c extra.)

Available at Leading Bowling Establishments, Sporting Goods Jewelry and Department Stores



Brunswick Bags—Smart design with all the famous Brunswick features. In fabrics or fine leather. From \$3.95 Plus Fed. Exc. Tax



Brunswick Shoes—Expertly made for better footwork, better bowling. Styles for men, women and children. Shoe pictured \$8.95. Others from \$6.95.



Junior Mineralite—Specially designed for the youngsters. Weights from 8 to 10 lbs. In Black or Tri-Color. From \$14.95

*Available in all medium and heavy weight Mineralite Balls. †Trade Mark

BOWL MORE OFTEN...
HAVE MORE FUN...

BOWL Brunswick

THE NO. 1 NAME IN BOWLING

THE BRUNSWICK-BALKE-COLLENDER COMPANY • CHICAGO 5 • BRANCHES IN PRINCIPAL CITIES



WITH GROANS OF PUREST AGONY OHIO FANS WATCH THEIR TEAM LOSE BALL IN GAME WITH SOUTHERN CALIFORNIA. BUT OHIO WON, 20-0

Frenzied Football

Coaches tremble, strong men sob and the whole town goes crazy when Ohio State plays

by JOEL SAYRE

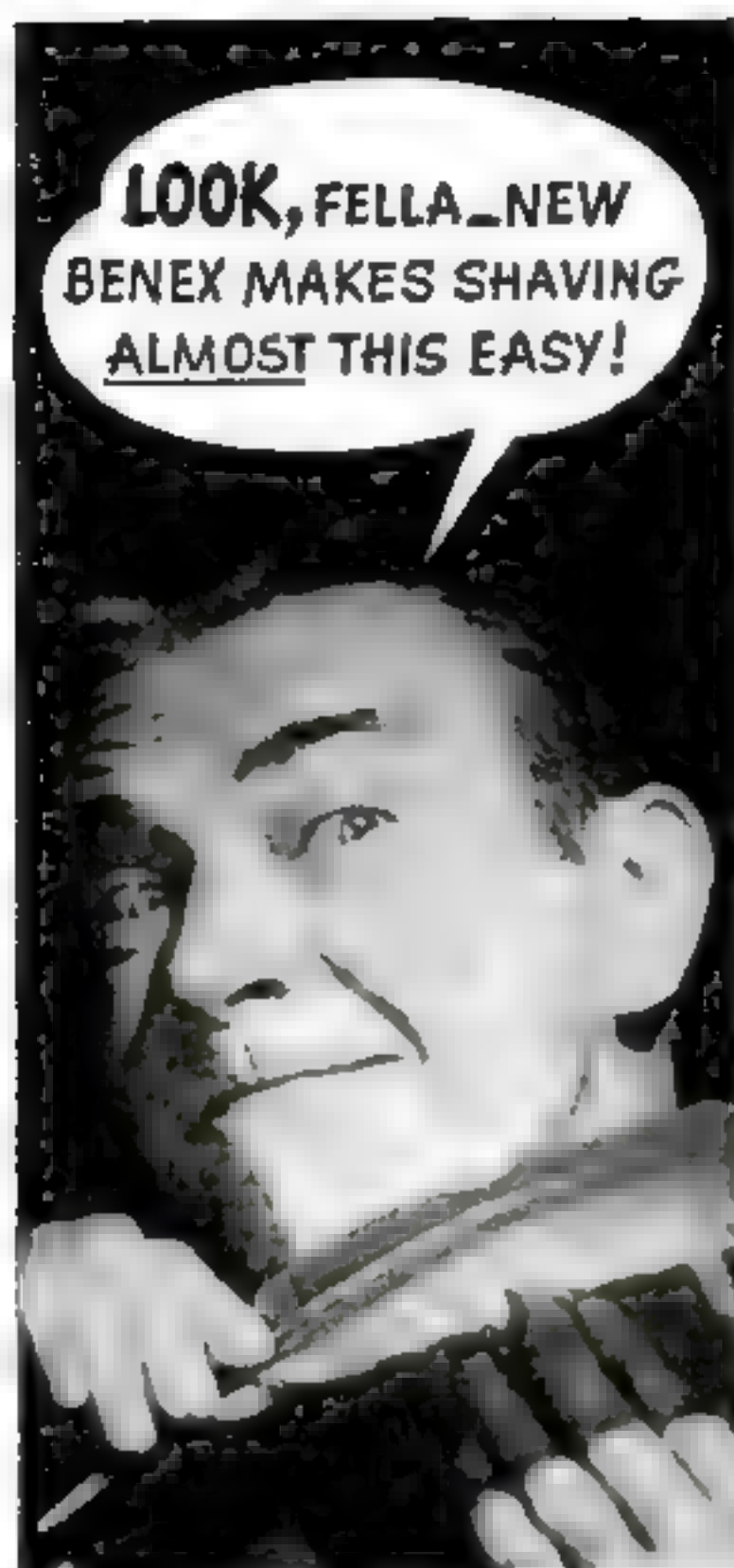
ON a blistering afternoon last July in Columbus, the capital of Ohio, a thirsty stranger dropped into a pleasant saloon near Broad and High Streets, the city's main intersection, for a glass of beer. At the bar he found the bartender in deep discussion with three middle-aged customers of sober and respectable appearance. "And then that damn Shakespeare!" one of the customers said angrily. Startled to hear the Bard assailed in such a place and in such weather, the stranger pricked up his ears. The discussion, it turned out, had nothing to do with Elizabethan literature but concerned a football game that Ohio State University, which is in Columbus, had lost to Notre Dame in 1935. Although the Shakespeare mentioned did indeed have the given name of William, he was an all-American halfback and won the game for Notre Dame by throwing a forward pass in the last few seconds of play. The stranger was amazed, but to anyone familiar with what football has done and does to Columbus there would have been nothing unusual in four otherwise mature Columbusites beefing in the middle of summer about a game Ohio State lost 12½ years previously. They were simply a few "downtown coaches" doing a little second-guessing and getting in shape for this fall. "Everybody in Columbus has two jobs," a cynic once remarked, "his own and coaching the Ohio State football team."

A good Columbusite feels about the Michigan football team—Ohio State's traditional rival—and all its supporters the way Communists feel about the free-enterprise system. If Columbus can be said to have a

CONTINUED ON NEXT PAGE



OHIO'S \$10,000 BAND SPELLS IN SCRIPT, STAGES WORD BATTLES AND CHASES RIVAL LETTERS OFF THE FIELD, ALL IN PERFECT TIME



Yes, new BENEX makes beards 1/5 water!

For the shave of your life—try the wonderful, whisker-wilting magic of Benex Brushless. Benex leaves whiskers limper than wet wash. Actually lets beards soak up 1/5 their weight in water. Your blade just *whistles* through! Benex goes easy on, easy off. Won't clog razor or drain. For super shaves, buy a tube of Benex today—or send the coupon below for free trial-size tube.



FREE! Get your free, trial-size tube of Benex, the Brushless Wonder. Fill in and mail this coupon. Paste on penny postcard if you wish.

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New York 20, N. Y.

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Address _____

City _____ State _____



AGONIS CLUB, led by its founder, Ben Ratner (left), raises victory song in back room of his store. He started club to keep fans from leaning on his stock

OHIO STATE FOOTBALL CONTINUED

municipal anthem, it must be the song which commences, "Oh, we don't give a damn for the whole State of Michigan—" and is familiar to every fourth-grader in the Franklin County schools. Factory workers as well as merchant princes belong to the Quarterback Club, an organization of 700 last-ditch rooters who gather weekly in the fall to put questions to the Ohio State head coach, to be lectured by him on his current strategy and tactics and to see movies of the team's latest games. When the team hasn't been doing well Head Quarterback Karl Pauly, an amiable man who writes editorials for the newspaper that sponsors the club, scrutinizes the members' questions in advance to eliminate any of an abusive nature. Columbus rooters are given to abuse during the lean seasons. Last year, after a lean season, Dick Larkins, the new athletic director at the university, was telling an assembly of middle-aged and elderly adherents that a total of more than 500 suits had been issued to the varsity, jayvee, 150-pound and freshman squads. "Yeah," came a snarl from the back of the room, "and not a one of 'em could play football." That is the type of utterance Mr. Pauly is careful to eliminate.

The Quarterbacks have a waiting list that is pages long, and if any member who has missed two meetings in succession cannot furnish a valid excuse he is mercilessly stricken from the rolls. Meetings are held in a hotel ballroom, commence on the dot of 7:30 p.m. and generally last about three hours. Some members send stooges to the ballroom as early as 6 o'clock to hold good seats for them. At least 15 minutes are always devoted to singing football hymns, of which Ohio State has several real pulse-racers, particularly *Across the Field*. To show the team that Columbus was back of it, last year just before the start of the Indiana game the Quarterbacks formed in two lines that extended from the stadium dressing room to the middle of the playing field, and as the Ohio State squad passed between the lines every player was given a pat on the back. Strong men choke up and cry over this kind of thing in Columbus.

Agonis, we love you

NOR is Columbus's football ardor confined to the male sex. The Agonis Club, a group of zealots perhaps even more fiery than the Quarterbacks, has its flourishing ladies' auxiliary, the Agonia. It is an old Columbus joke that whenever a boss and three stenographers are together in the same room during fall they forget about business and start running through backfield plays. The convicts in the State Penitentiary on West Spring Street are rabid fans: once in mid-August Paul Brown, then the Ohio State head coach, gave them a lecture, complete with films, on his team's prospect for the coming season.

President of the Agonis is Fred Wile, an automobile dealer, but the power behind his throne is Ben Ratner, who runs a High Street sporting-goods and men's-clothing emporium which is a mecca for downtown coaches. "In season," somebody once said, "Ben's place is like a swarm of bees, if bees could holler." In his under-

CONTINUED ON PAGE 111

"I can't afford CORNS, can you?"



"Tired husbands don't deserve frowns. So the minute a corn appears, I apply a Blue-Jay Corn Plaster. Instantly, shoe-pressure pain is stopped! Nupercaine", exclusive with Blue-Jay, relieves surface pain—gentle medication loosens hard 'core'—you just lift it out in a few days!" In 3 sizes—Standard, Little Toe, Soft Corn. Get Blue-Jay today.



"America's Largest Selling Corn Plaster"

Reg. U. S. Pat. Off. by G&B

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Division of The Kendall Company
Chicago 16



When your baby suffers from teething pains, just rub a few drops of Dr. Hand's Teething Lotion on the sore, tender, little gums and the pain will be relieved promptly.

Dr. Hand's Teething Lotion is the prescription of a famous baby specialist and has been used by mothers for over fifty years. One bottle is usually enough for one baby for the entire teething period. Buy it from your druggist today.

DR. HAND'S TEETHING LOTION
Just rub it on the gums



For basting meats and fowl without burning your hands. Separate fat from gravy, scraps and stews, skim cream from milk, water plants and many other uses. Speeds up cooking, makes foods better, lasting more nutritious. Praised by thousands of happy users. All say it's indispensable! So easy to use, eat or to clean! Only 79¢. Dept. Hdwe. Chain Stores, or write Arthur Beck Co., Dept. Q, Chicago 16.

Made of PYREX Brand Glass
Gun entered by Good Housekeeping



INCLUDES KELLOGG'S CORN FLAKES, RICE KRISPIES, PEP, SHREDDED WHEAT, BRAN FLAKES, KRUMBLES, CORN-SOYA



Choose the one... you love the best!

What do kids love?...the fun of choosing from Kellogg's Variety! 10 generous packages, 7 different cereals. Wheat, corn, soya, rice... flakes, pops, shreds. All make milk taste even better! All useful for bounding energy! More mothers serve Kellogg's Variety than any other assortment. No other gives this all-time favorite...

Daisy-fresh Kellogg's Corn Flakes. As mornings grow nippier, you plan sturdier breakfasts. And Kellogg's Corn Flakes fit right in... they're packed with food energy. Good-for-you—taste great! Build cold-weather breakfasts into better breakfasts with Kellogg's Corn Flakes. Hear your kids cheer!

Mother Knows Best!



You'll be happier with a HOOVER

REG. U. S. PAT. OFF.



New Hoover Cylinder Cleaner, Model 50. Cleans by powerful suction. New idea in dirt disposal, the exclusive Dirt Ejector—hands never touch dirt. Complete with cleaning tools in handy kit, including Mothumizer and sprayer.



New Hoover Triple-Action Cleaner, Model 28, with famous, exclusive Hoover cleaning principle... it beats, as it sweeps, as it cleans. Gets deep-down dirt. Keeps rug colors bright. Light, easy-to-use cleaning tools in handy kit are available for Model 28.

You'll be happier because a Hoover gets the dirt, the deep-down grit, and prolongs the life of your rugs.

You'll be happier at the way your Hoover picks up lint, threads, and pesky dog hairs.

You'll be happier with Hoover's color-cleaning—your whole house looks brighter because colors stay fresher.

You'll be happier because your neighbors rate Hoover best—more than seven million already have been made and sold.

You'll be happier because there are now two types of Hoover Cleaners to choose from—you pick the one that fits your home and your cleaning needs.

See your Hoover dealer. Make it a Hoover—and make it soon!

THE HOOVER COMPANY

North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England

Fortieth Anniversary
for Hoover—the first
name in cleaners. Preferred by women 2 to 1
over any other make.



1908-1948

Ideal for small homes . . . Handy for all homes . . .

Presenting... Hoover, Jr.

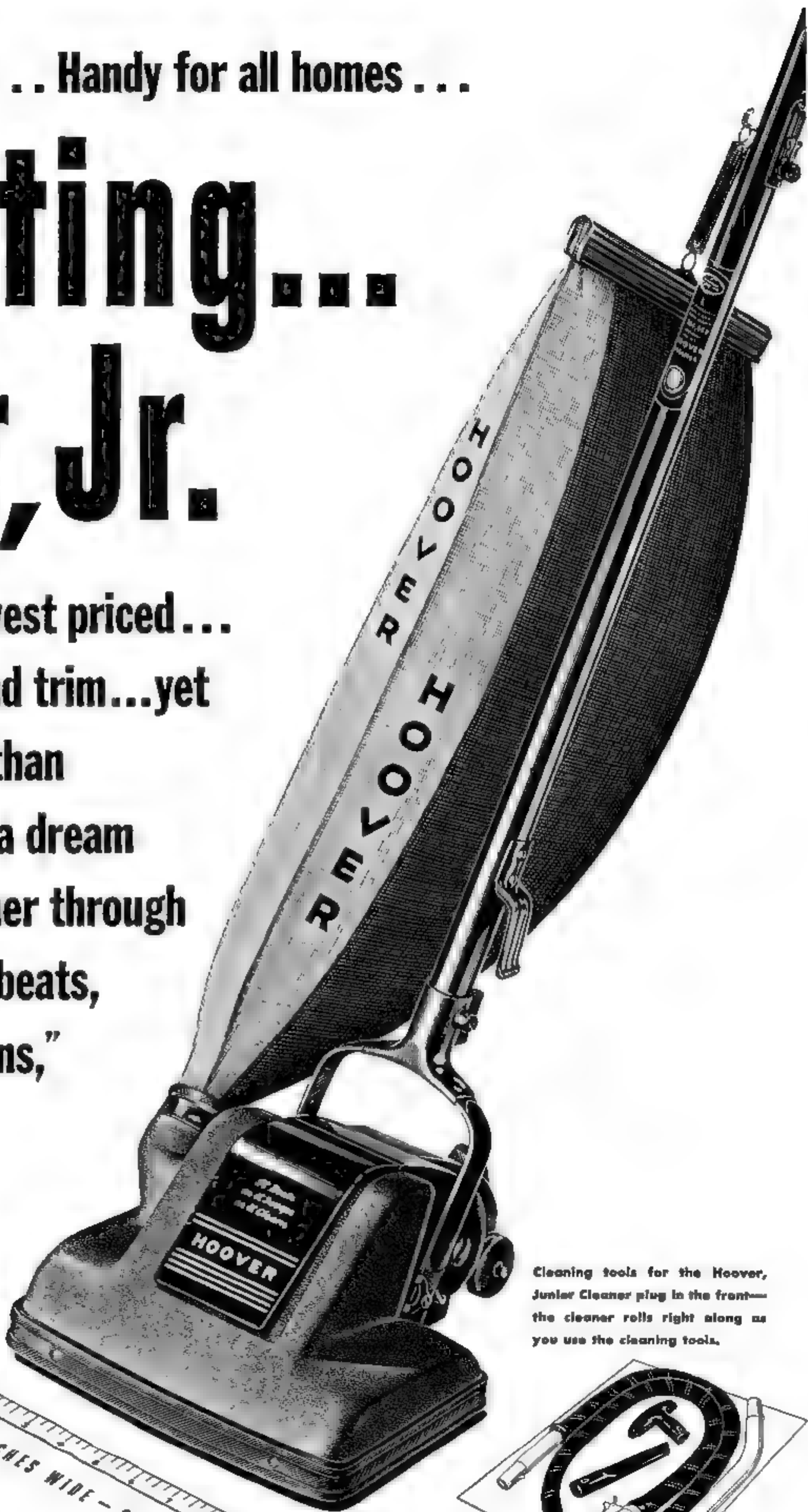
REG. U. S. PAT. OFF.

Newest Hoover and lowest priced...
low and light...neat and trim...yet
it cleans far "bigger" than
its size...It rolls like a dream
and it's a Hoover Cleaner through
and through—for "it beats,
as it sweeps, as it cleans,"
for only

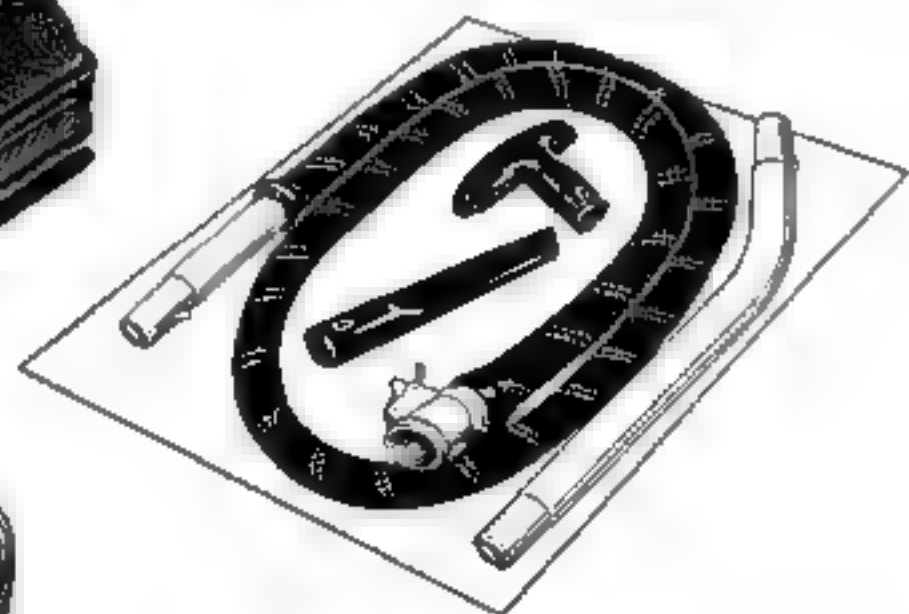
\$59.95
cleaning tools extra

THE HOOVER COMPANY
North Canton, Ohio
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JUST 10 INCHES WIDE—SO EASY TO STORE



Cleaning tools for the Hoover, Junior Cleaner plug in the front—the cleaner rolls right along as you use the cleaning tools.



YOU'LL ALWAYS BE THANKFUL THAT YOU BOUGHT A

Speed Queen



Well over 1½ million women are thankful that they own Speed Queens . . . thankful about Speed Queen's fast-washing Bowl Tub . . . about the Double Walls that keep water hot . . . the exclusive Super Duty Aluminum Wringer that safely zips out the water without matting clothes. *You* will be thankful too . . . thankful about the money you'll save when you buy your Speed Queen. See the big, beautiful '48 models at your Speed Queen dealer.

Write BARLOW & SEELIG MFG. CO.,
21 Doty Street, Ripon, Wis., for a free
copy of "ANSWERS TO MY HOME
LAUNDRY PROBLEMS"

You can cut your ironing time IN HALF
with a Speed Queen Automatic Ironer.
Ask your dealer for a home demonstration.



SPEED



QUEEN

Built by Home Laundry Equipment Specialists Since 1908

OHIO STATE FOOTBALL CONTINUED

graduate years Ben was a pal of "Chic" Harley, Ohio State's immortal halfback and first All-American selection, and when the Agonis was founded in 1925 Ben wanted to name it the Harley Club. But an itinerant scholar of classic Greek happened by with the word *agon*, meaning "an assembly met to see games," and, over Ben's protest, Agonis it became. Since 1925 the membership—about one-quarter of which went to Ohio State—has increased from 13 to almost 400. This is the song the Agonians sing at their formal meetings:

Agonis, Agonis, The club we love so well,
Where life is gay, and hearts may stray
But tongues will never tell.
Agonis, Agonis, we drink a health to you,
We're all of us brothers, what's ours is each other's,
Agonis, we love you.

The club holds banquets, dances, picnics, makes awards to high-school athletes for scholarship and does some welfare work for underprivileged children, but football is the prime bond and will be till the Great Field Judge has fired the final shot for the last Agonian. In fact at least one member expects to follow his favorite spectator sport from the Beyond. "I told the wife," he said not long ago to a seeker after truth, "that if anything happens to me I want to be buried up alongside that stadium where I can hear that band play the *Buckeye Battle Cry* on fall Saturdays."

The atomic-age band

ANYONE who has heard and, above all, seen Ohio State's astonishing band doing its incredible stuff can appreciate the worthy Agonian's feelings. Whenever two veteran Columbus rooters foregather and one says, "Back in the days we had a little old scraggly 64-piece band . . ." the other knows at once that the era around 1914 is meant. The band Ohio State fields in this atomic age contains 120 musicians, marches at 180 paces a minute and wears shakos, scarlet cross-belted uniforms and white spats. Employing what are known as "floating formations," it can spell things out, not in just the usual block letters but in script. Professor Manley Whitcomb, the director, devotes almost as much care and worry and sweat to his musicians as Coach Wesley Fessler does to the team. This is what the band did last year in Ann Arbor at the Michigan game:

Playing *Ol' Man River*, it formed a monster showboat with smoke coming out of the funnel and a paddle wheel that revolved and churned up water. Next it not only played *The Surrey With the Fringe On Top* but created a surrey topped by fringe-simulating bandmen and drawn by a horse whose legs opened and closed in time to the music. The band's third number commenced to the strains of a Michigan hymn, *The Victors' March*, with the bandmen forming the letters M and O side by side. To the tune of *Feudin' and Fightin'* the letters charged each other. Out of the swirl came an enormous O, while a small, trembling M skittered off as the music swung into *Doin' What Comes Natur'lly*.

With what, it is hoped, was not typical Michigan sportsmanship, the Michigan rooters booed as the Ohio State band appeared, but when it finished they threw their hats in the air. Their own band was so pitiful in comparison that when the Michigan team later made its trip to the Rose Bowl it was accompanied to the Coast by a band largely composed of Detroit ringers carrying Petrillo cards and subsidized by the Buick Division of General Motors—or at least so the report was around Columbus.

Propagandists for Columbus—who have bestowed on it the not very poetic subtitle of "The Short Haul Convention City"—claim that there are more hotel rooms there per capita than anywhere else in the U.S., or maybe the world. Nevertheless, because a great many of the team's hottest fans live all over Ohio and the Middle West, and thousands of them come flocking in for every home game, the room supply never equals the demand. Some Columbus hotels make their fan-handling plans two or three years in advance so as to avoid the conflicting of any convention with a home game. At the Neil House (1,200 guests at capacity) on High Street opposite the state capitol, Miss Kathryn Weitzel, probably one of the few ladies in all the Americas to hold the rank of *maitre d'hôtel*, has been in practice 20 years and knows exactly what to do. All statuary and formal furniture is removed from the lobby and folding chairs are installed. Any flags or banners hanging there are furled and put away. As a safeguard against the dropping of water bombs from altitude, holes are discreetly punched in the paper laundry bags supplied to every room. Window screens are inspected to see that they are stoutly chained and cannot fall far if bashed from their frames. At the Deshler-Wallick (1,000 rooms; 1,000 baths), a somewhat larger establishment on the cor-

CONTINUED ON PAGE 117

A SEVEN WORD

PLEDGE OF QUALITY . . .

*"There is nothing better
in the Market"*

● These seven words were written on the Old Forester label in the founder's hand 78 years ago, because he considered them a pledge of flavor and fineness. Now, in 1948, this message still remains—a pledge of whisky quality, as true today as it was in 1870.



100
PROOF

BROWN-FORMAN DISTILLERS CORPORATION . . . AT LOUISVILLE IN KENTUCKY

Arrange and Re-arrange

with **KROEHLER** Sectional Sofas



Fireside Arrangement



Conventional Grouping



Club-Style Grouping



Corner Love Seals

Exclusive!

**Only KROEHLER
Sectional Furniture
is Cushionized***

You'll just love the way Kroehler Sectionals keep your living room new and inviting, simply through quick, easy change in arrangement. And what marvelous comfort! Double layers of resilient springs in both seat and back, generously padded with soft, long-fibre cotton, are but two

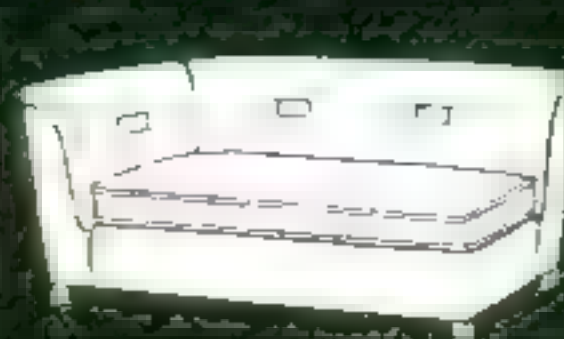
exclusive **Cushionized** features which rest and relax you. There is no twine to break . . . no loose filling to lump up. No other furniture in the world can give you **Cushionized** Construction, yet Kroehler costs no more than ordinary makes! See your Authorized Kroehler Dealer today.

World's Largest Furniture Manufacturer

KROEHLER Furniture

(Say KRAY-LEH)

*Reg. U. S. Pat. Off.



SEE THESE AND OTHER SECTIONAL PIECES AT YOUR AUTHORIZED KROEHLER DEALER'S



AS A PRECAUTION against the high spirits of post-game crowds, Columbus hotels cut holes in paper laundry bags, thus preventing use as water bombs.

OHIO STATE FOOTBALL CONTINUED

ner of Broad and High, six or eight cops and firemen in uniform patrol the lobby and corridors all night after a game to keep the guests reassured. Both the Ohio State team and its visiting opponents move into the Deshler on Friday night before a game, are put to bed soon after dinner, and no telephone calls are permitted them. The custom of printing such sentiments as "Kill Michigan" on menus was discontinued some years ago by Columbus hotels.

If Ohio State has a championship team—or, as the season progresses, looks as though it might have one—the attendant phenomena in Columbus are basically the same as those in any other college town under similar circumstances. When Minnesota wins the Big Nine championship, they shoot out the lights in Minneapolis, too. It is when Ohio State loses that Columbus is different—in degree, at any rate. No supporter of any team in any sport enjoys having his team lose but when Ohio State loses something extra seems to happen in Columbus.

The longest trip in the world

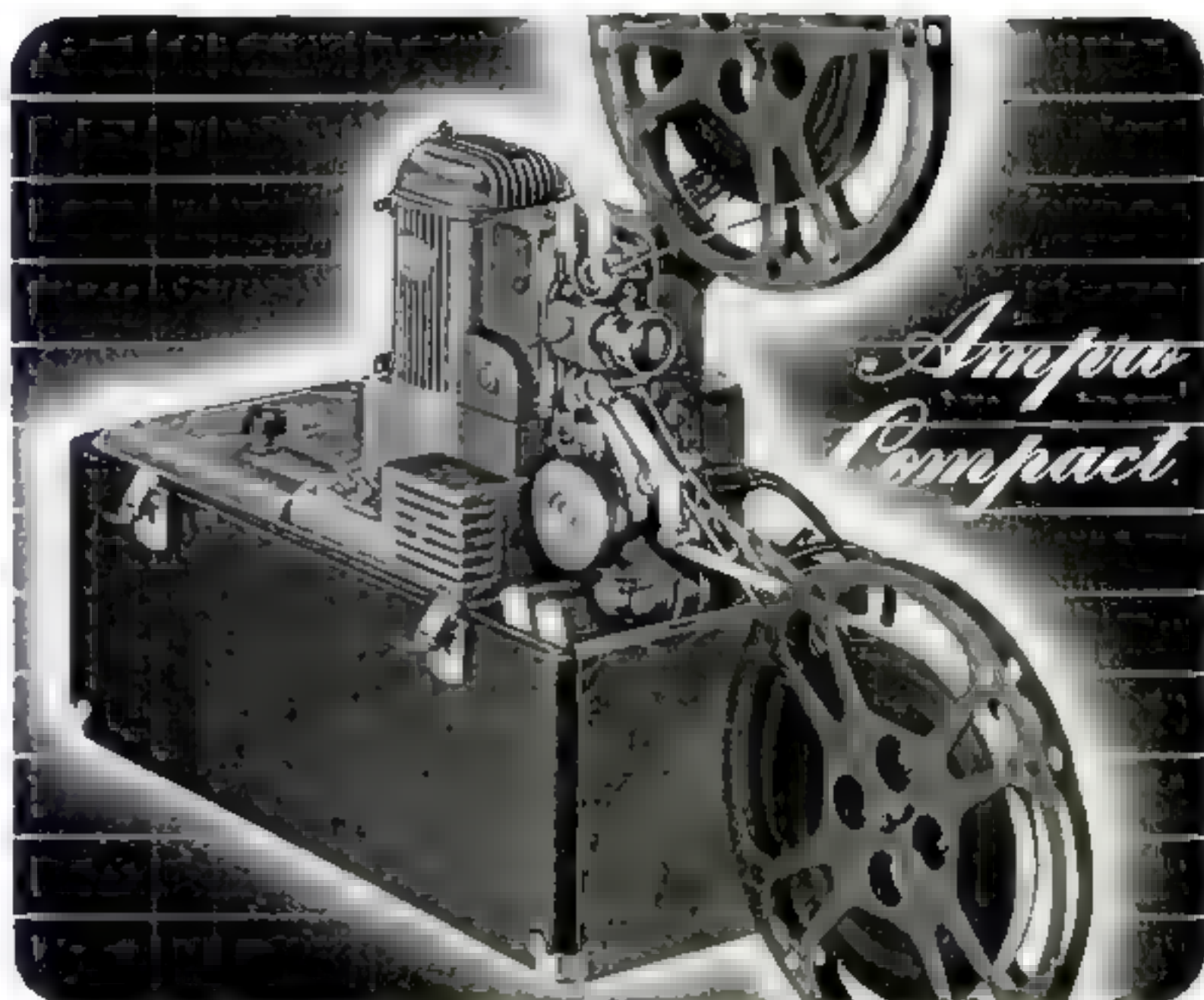
A BLANKET of municipal wretchedness envelops the city. Among keepers of Columbus hotels, restaurants, nightclubs and saloons it is axiomatic that, after an Ohio State defeat Saturday-night business decreases by about three-quarters; the chambers of revelry are quiet, customers at the reserved tables abandon them early, not staying even to drown their sorrows. Rooters from out of town who had intended to celebrate victory the whole weekend leave on Sunday morning. "And, boy, when the team drops one away from home," Ben Ratner says, "it's the longest trip back in the world!" The gloom in the rooter-loaded special trains returning to Columbus after an Ohio State disaster is Slavic.

Besides the bitterness with which Columbus takes defeat, several other aspects of the football folkways there seem somewhat more intense than they do elsewhere. One is the alibis. At times the alibis in Columbus have been a little bizarre. An upset in 1942—for the only defeat of the season—by a not very good Wisconsin team was attributed to the peculiar nature of the water and dairy products consumed by the Ohio State squad during its stay in Madison. After a 21-7 defeat by Cornell in 1940, Carl Snavely, the Cornell coach who is now at North Carolina, was accused of signaling to his team from the bench with "a light-colored cylinder he manipulated in his hands, each position indicating a different play." Investigating authorities acquitted Snavely of light-colored cylinder manipulation. It is at least presumable that had Ohio State won, he might have run his team with a railroad semaphore for all anybody in Columbus would have cared.

Another Columbus football phenomenon is the ferocity with which many of the citizens treat the Ohio State coach whose team has had a lean season. After a lean season no coach in any hot football community leads a jolly life, but Columbus is the place where the losing Ohio State coach's kids come home from school with black eyes. Drunks call him up in the middle of the night and

CONTINUED ON NEXT PAGE

this new kind of portable projector for 16mm. sound motion pictures



Revolutionizes 16mm. sound projection for
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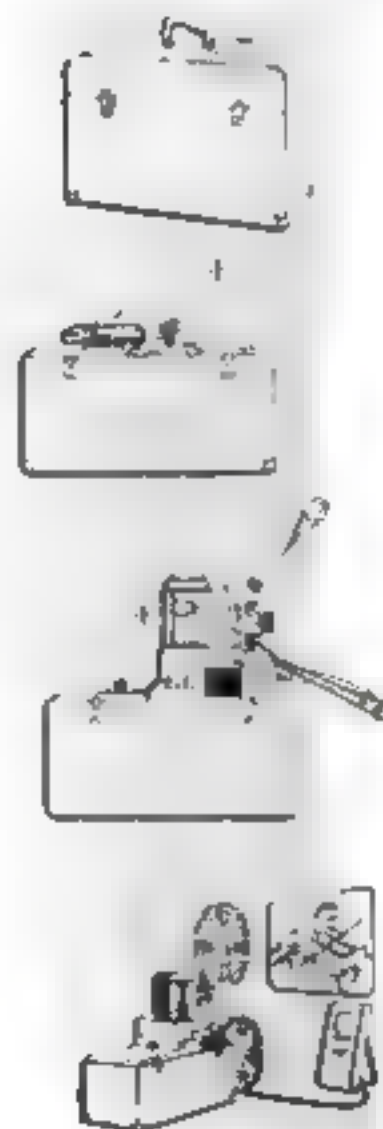
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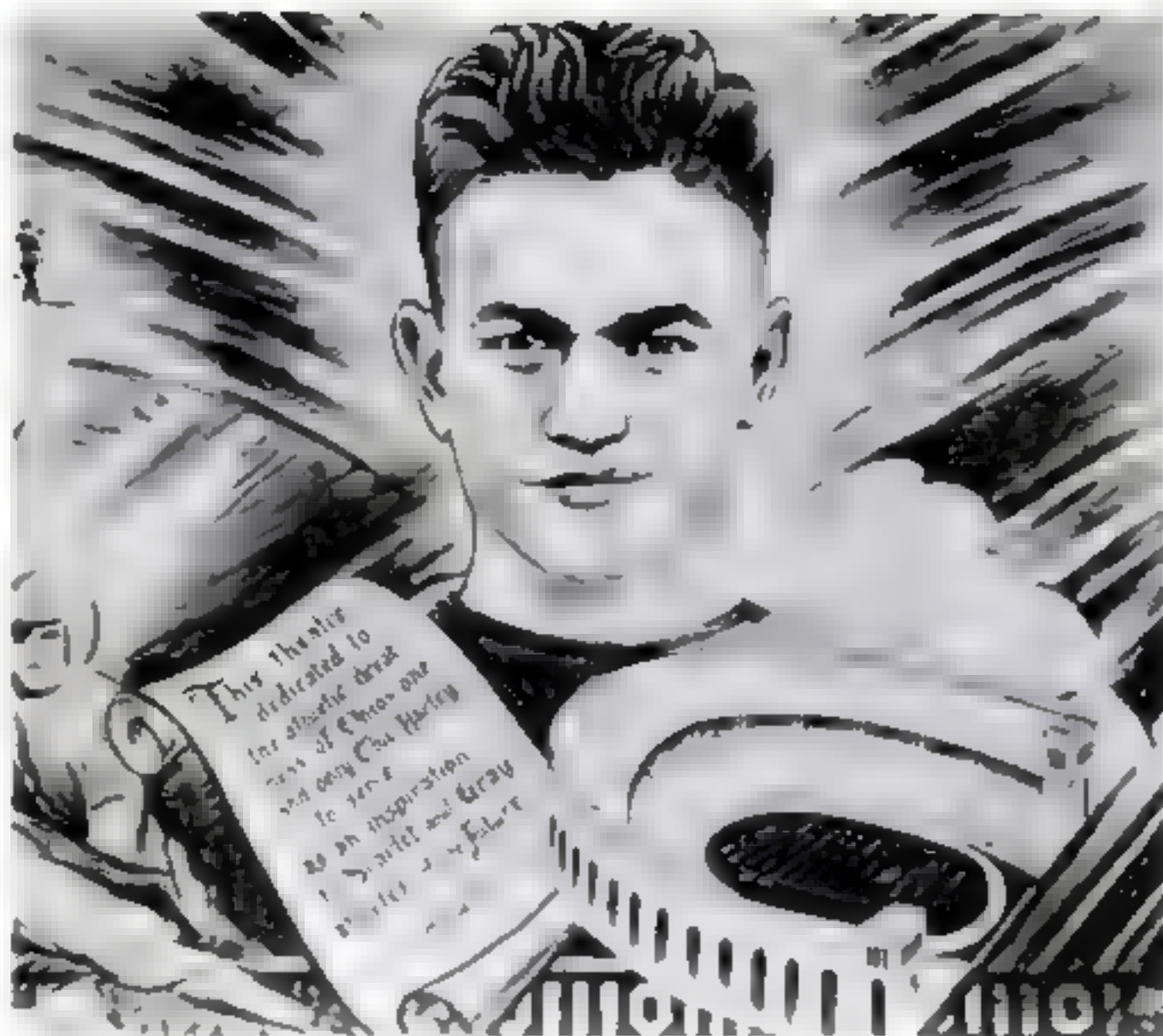
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CHARLES W. ("CHIC") HARLEY, whose backfield deeds put Ohio State in bigtime 32 years ago, is immortalized as football saint in University Theatre.

OHIO STATE FOOTBALL CONTINUED

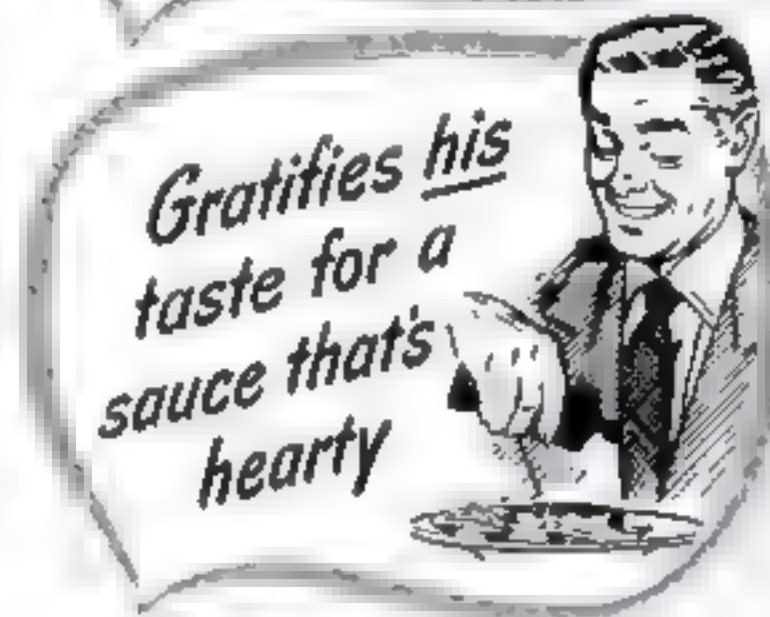
bawl him out. Alumni—more than 10,000 of whom live in Franklin County—choke with passion. There is also the outlying alumnus who is sick and tired of being teased, the '09 grad, for instance, now making his home in Fishball Falls, Wis. who writes in to the alumni monthly: "... Can't take it from these yokels here much longer. When are we going to get a team?" Sportswriters for the local papers needle and heckle. Second guessers snarl around the cigar counters; Agonians agonize. Eccentrics invent Rube Goldberg plays which will fix everything and plague the poor coach with them through the mails. There is an ancient wheeze about the leading candidate for the vacant coaching berth at Ohio State who arrived at his hotel pale and shaking. "I'll never make it, honey," he told his wife. "On my way here I saw an old-fashioned horse trough full of water. I got into it and sank right up to my knees. If a coach can't walk on water, what chance does he stand in Columbus?"

The case of Coach Schmidt

FRANCIS SCHMIDT, who coached at Ohio State from 1934 through 1940 and produced teams which won two Big Nine championships and crunched the archfoe Michigan four years running, once said, "Even if you've copped a title or two, when you lose a game around here you get investigated." A huge man who had played at Nebraska and served in France as a sergeant in the Marine Corps, Schmidt was addicted to wholesale profanity but never meant anything by it. After a trying practice session he would draw a couple of players aside and say anxiously, "Who did I cuss today? Who do I have to apologize to?" Despite his rough ways, Schmidt was a genuine football scholar and as absentminded about it as any professors are supposed to be. He would sit in ringside seats at prize-fights, completely unconscious of where he was, and sketch out new formations on a big wad of paper he always carried; several times he narrowly escaped death while somnambulating through traffic against a red light. Once he drove his car to a garage for a grease job and left it standing over the hydraulic jack; but just as he was about to get out he had an idea for another razzle-dazzle and decided to stay in the car and work on it there. The garage mechanics, knowing Schmidt, jacked the car up over their heads and started greasing. About half an hour had elapsed when suddenly Schmidt roared, "By God, I got it!", whipped open the right front door and crash-landed on the garage floor.

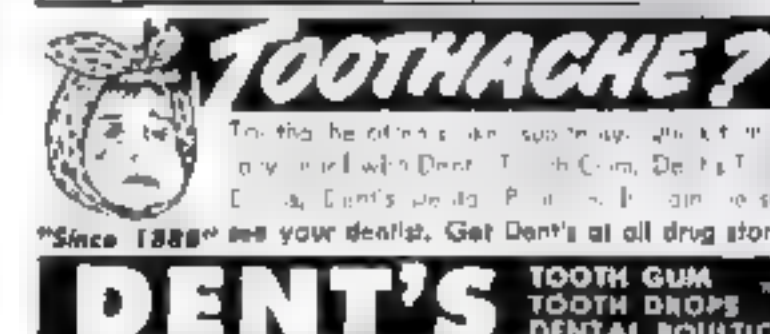
After Schmidt's teams had beaten Michigan four years running, Michigan then beat his three years running—in 1940 with Harmon, Evashevski, Westfall & Co., it crunched Ohio State 40-0. Nobody in Columbus had complained of Schmidt's cussing when his teams were beating Michigan, but now his coarse language was considered a bad influence on the boys and a few days before Christmas he was cashiered. After this crushing blow Schmidt tried to duck the Agonis Christmas Eve banquet, at which he was to be the star guest; however Ben Ratner finally persuaded him to attend. Schmidt wept when he got up to speak. "Fellas," he said, "I love football and I

CONTINUED ON PAGE 12



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WES FESLER, Ohio State '30, is present coach. An All-American end ('28, '30), he took pounding from fans in his poor first year which brought his family to the verge of nervous breakdown. This year has been better, and Coach Fesler a retiring man, says, "I can get some sleep Saturday nights."

OHIO STATE FOOTBALL CONTINUED

love Columbus. I don't leave here of my own free will." The next season found him in Moscow, coaching at the University of Idaho. He died shortly thereafter.

Schmidt's successor was Paul Brown, who had attracted national publicity with his high-school teams in Massillon, Ohio; he coached two brilliant seasons and one dismal season, got drafted and, while in the service, signed up to coach the Cleveland professional club in the All-America Conference, where he is still the highly successful incumbent. Brown was succeeded at Ohio State by Carrol Widdoes, who turned out a Big Nine championship team in 1944 and was elected Coach of the Year by the nation's sportswriters. He resigned rather mysteriously at the conclusion of the following season, however—after his team had lost only two games—but remained at Ohio State as an assistant coach. Widdoes has never publicly explained his reasons for resigning, but his friends insist that it was mostly because he wanted to get a little sleep in the fall months and, in general, to live longer. Paul Bixler, who followed Widdoes and whose team suffered a 58-6 defeat by Michigan, was offered another try by the university, but when he got a chance that winter to go to Colgate he snapped it up. The fifth Ohio State coach in eight seasons was Wes Fesler, an All-American end there 20 years ago, who took over last year. Fesler's debut was disastrous—the team finished ninth in the Big Nine for the first time in 30 seasons, and he took a terrible pounding from the howlers—but this year his team is better than any of the wise money figured it would be, and he is getting some of the respect in Columbus that he deserves.

The front lines

NO coach, no matter how brilliant, can turn out winning teams if he doesn't have the material. After the 58-6 crunch, Ohio State alumni and the citizenry of Columbus began to take thought. Michigan's superb team, which slaughtered Southern California last year in the Rose Bowl, was ascribed in Columbus to Michigan's rich and far-flung alumni network. Fifteen of Michigan's 22 best players last year were not natives of Michigan. Every Ford and Chevrolet dealer in the country must have been talent-scouting for the Wolves, the Columbus Downtown Coaches decided. It was as unfair as using religion to steer star high-school talent to South Bend. ("Do you realize that more than 50% of all the boys that play football are Roman Catholic?" one prominent downtown coach was asking around Broad and High last summer in a blood-shot voice. "No wonder they're seven deep at Notre Dame. And Michigan's rapping for every Protestant boy in the country!") So the Front Liners—50 high-powered Ohio State alumni in as many key spots about Ohio—were organized to find good high-school players and interest them in going to the university. The Front

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Rich, golden perfection...
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Kentucky Tavern, the only Bottled-in-Bond always distilled in the same plant by the same family, is unmatched in its uniformity and memorable in its mellowness . . . perfection, year after year, for three generations. Glenmore Distilleries Company, Louisville, Kentucky

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OHIO STATE FOOTBALL CONTINUED

Liners seem not to have striven in vain, for Ohio State got 33 out of the 35 boys it was interested in for its freshman squad this year. One of them had been propositioned by 50-odd colleges and 16 professional baseball clubs. Last winter Clyde Moore, a Columbus newspaper wit, cracked in his column: "Ohio State to get Isotopes! What position does he play?"

Sometimes the boys who have been propositioned do a little propositioning themselves. The following is from a letter received some years ago by Wally Butts, head coach at the University of Georgia:

"Dear Sir,
To be very truthful with you I am uncurtain as to how to begin this letter. I am now a student at Ohio State University, I have changed a little sence you last contacted me, when I was still in high school. Sence your staff last contacted me, I have played on the Ohio State team, witch won the National Championship, witch you probley remember. Well, Mr. Butts this is really why I am writting this letter. I am ineresed in comming to your University, that is of course if you are ineresed in my coming down there. I would appreciate it very much if you would think this over as soon as possable and give me a answer as soon as you can. A few facts of myself, I still have three years eligibility left to play football. The cost of living here in Columbus, Ohio as gone up quite a bit, I think you now what I mean. . . ."

It is only fair to add that the writer of this letter was admitted to Ohio State under the relaxed wartime rules and flunked out freshman year. Some Ohio State football players have won Phi Beta Kappa keys. Perhaps there will be a rash of them within a few years. This year, for the first time since the start of the Western Conference in 1896, the Big Nine is permitting the granting of athletic scholarships, of which there are two types. The first type allows grants of tuition, incidental fees and not more than \$300 to athletes who graduate in the top fourth of their high-school classes and maintain a B average in their college work. The second type allows tuition and incidental fees—but no money—to athletes in the top half of their high-school classes who maintain a C average in college.

How it all began

UP to 1913 football was definitely not a community affair in Columbus. Ohio State's home games were played at Ohio Field, the stadium's predecessor, and seldom drew more than a few thousand spectators, the bulk of whom were students. In 1912, for example, a last-of-the-season game with Penn State, which had one of the best teams in the country that year, drew 3,600. But in 1913 Ohio State got a new coach named John Wilce and went into the Big Nine. In 1916 Wilce was blessed with Charles W. ("Chic") Harley, who had starred at Columbus East High School. What has largely been forgotten around Columbus is that he was also blessed with a lot of first-class linemen. But Harley, who was certainly one of the most wonderful small backs that ever lived, could do everything and, in addition, was what would be called in professional sport "a great money player"; he had a genius for rousing emotion in the spectator. Once when Chic started on an 80-yard winning run in the closing seconds of a game against Wisconsin, Joe Mulbarter, a professional player of immense displacement who had been a teammate of his at East High, was so roused that he burst out crying and fell from the box he was occupying.

Ohio State won the Big Nine championship that year and the year following, finished second in 1919 and won again in 1920. Although there was room in the stands at Ohio Field for not more than about 5,000 spectators, crowds twice and thrice that large were turning up there now on fall Saturdays. Straw was spread on the ground for the fans to sit on; owners of houses overlooking the field rented out space on their roofs; the adjacent trees were full of kids; motormen parked their streetcars outside the fence, and Columbusites scrambled and punched for seats on top of them. Columbus had really gone football nuts, and a drive began for the kind of stadium the team deserved to go on winning championships in.

The fund-raising committee raised \$1,083,000 from some 13,000 donors, a great many of whom lived in Columbus. What is more significant, many of the donors had never gone to Ohio State. Thus the stadium drive created in Columbus a sort of synthetic Ohio State alumnus, conceived in football ardor and born of civic pride and high-pressure salesmanship. Small wonder then that Columbusites almost without exception say "we" and "us" and "our" in referring to the team.

Football tickets go on sale June 1 in Columbus, and those for

CONTINUED ON NEXT PAGE

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Some Motor News

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Delightful Dilemma

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Aged for years in oaken casks, mellow mild, soft and gentle. 15¢

BRIGGS
PIPE MIXTURE
WHEN A FELLOW NEEDS A FRIEND

These products of P. Lorillard Co. also available in Canada.

Rare nut-sweet flavor, full-bodied aroma, taken from a grand old "recipe." 25¢

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NEW! Notched bar permits instant blade changing

See how quick and easy shaving can be!

Ultra-Modern Gillette Super-Speed RAZOR SET

● Here's the latest word in shaving convenience and comfort. With this amazing new shaving combination you change blades quick as a wink. Twist... the razor opens! Zip... there's an unwrapped Gillette Blue Blade. Twist again... you're shaving!

INTRODUCTORY OFFER!
Gillette One-Piece Razor and 10-Blade Dispenser
\$1.50 VALUE . \$1.00

OHIO STATE FOOTBALL CONTINUED

the Michigan game, which is usually the season-closer, are all gone by early July. Columbus suffers annually from an epidemic of ticket fights and squabbles, and to combat it a faculty committee of professors skilled in equity and percentage has worked out a new allotment scheme. To increase rooster room, a couple of years ago every seat in the stadium was narrowed 1½ inches and renumbered, yielding 1,200 more pews for the faithful. But as every real American football fan believes he has an inalienable right to sit on or about the 50-yard line, there is no real solution to the problem.

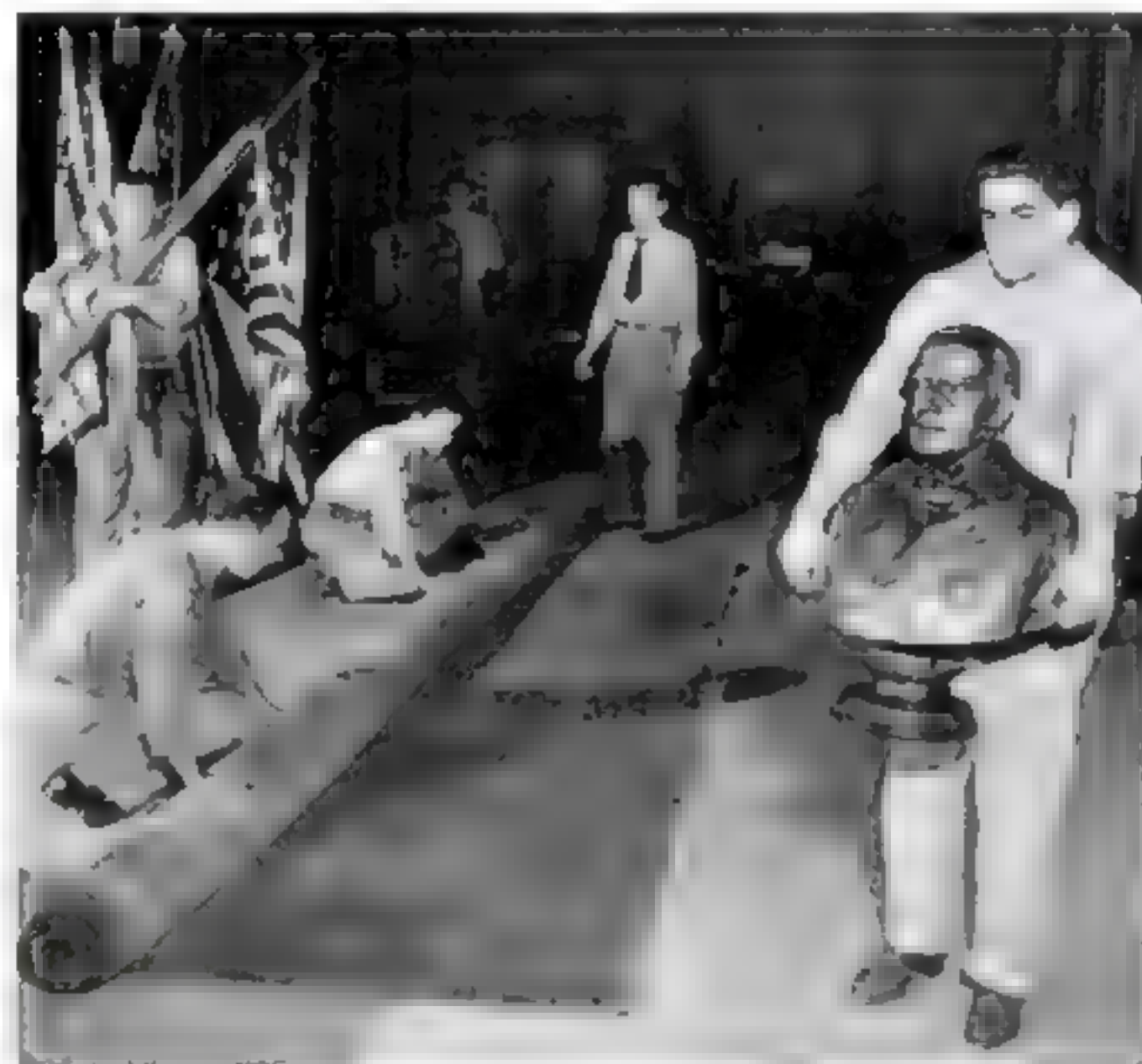
Although the team finished sixth in the Big Nine in 1946 and ninth last year (for the first time in 30 seasons), both teams drew more than a million dollars at the gate, and this year's team, the best in the last four, seems sure to stay in the seven-digit class. There are few businesses in Columbus that make a bigger net profit. Last year it was \$610,000, on gross income of \$1,112,000. This is the way Ohio State splits up a football dollar:

To the visiting team.	.41½
Federal taxes.	.16
To supporting football and 18 other sports...	.17
Administration.	.05½
Maintenance.	.06
Band, medical, training room.	.06
Capital improvements and reserve for future building ..	.08
	<u>\$1.00</u>

It is expensive to equip, feed, transport and maintain a top-flight football team. Fesler has six full-time assistants, including two who coach the freshman squad; coaching salaries alone come to \$40,000. Ohio State uses between 150 and 175 footballs a season at \$13.50 each. The gladiators consume \$11,000 worth of food at the training table. Wages for the 150 police, 100 gatemen and 150 portalmen required at home games add up to \$10,000, or about enough to hire a brace of good philologists.

It should be noted that in the emotional hurricanes which rock Columbus the most self-control by far is exercised by the Ohio State student body. Ohio State is a good university and getting better all the time. Research projects of capital importance are currently being carried out there. The university is in the midst of an \$18.5 million building program, and when this is completed it should have a wonderful educational plant, one of the best in the land. To the vast majority of Ohio State students nowadays, the predominant problem is achieving an education; the fortunes of football are only incidental.

But wait until they've graduated, wait till they're alumni. Let them stay in Columbus or go to the ends of the earth. When the air turns crisp and the leaves begin to wither Ohio Staters—synthetic or 100-proof—commence to worry about the team. From the corner of Broad and High to the Gobi Desert runs the fretful mutter: "The backfield looks great, but we sure could use a couple of tackles..."



ON FOOTBALL DAY hotel workers at Neil House roll up rugs, remove flags and bust of President McKinley to protect them from post-game roisterers.

Someone is looking at your legs.

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This New Coffee Flavor Makes Early Morning Angels

It turns Bears into Dears...it's a wonderful, wonderful spirit-lifting success



If the dawn comes up like thunder at your house, just give the thunder-maker a steaming, fragrant cup of this heavenly new coffee!

It's "angel-making"! As one of our fan letters says, "It made my husband come out from behind his newspaper and give me a good-morning kiss for the first time in years."

That's the kind of comment we get in the nicest love letters a new coffee ever received. Lots of our friends ask admiringly how we do it. The answer is: *Selecciones!* (Pronounced select-see-o-nays).

Selecciones means just what it says...selection...selection...of all the coffees in Chase & Sanborn's new blend. Some are selected mostly to give the right body, some mostly for flavor.

Here's what you get in the "flavor" coffees:

- Selection of RICH berries...rich because they come from *pedigreed trees grown under shade*.
- Selection of RIPE berries...ripe because they're picked individually when mature—"spot-picked."
- Selection of REGULAR berries...regular in flavor because they're *hand-selected twice*.

Yes, they're rich, ripe and regular—the "flavor" coffees in Chase & Sanborn's new *Selecciones* blend! And the blend itself has a touch of genius!

Try it! If you don't think it's the best coffee you ever tasted, just send us the unused portion and we'll give you *double* your money back.

Get your pound of Chase & Sanborn's *Selecciones* today! (It's vacuum-packed, of course.) And long live your houseful of early morning "angels"!

For a delicious cup of coffee instantly!

- Mix it right in the cup! No waste...no grounds...no pot to wash. Delicious hot or iced. Ask for the new Chase & Sanborn Instant Coffee Product.



RICH

Chase & Sanborn's "flavor" coffees come from trees, crossbred like prize rosebushes—literally *pedigreed*. But to produce the richest berries, these trees must grow under shade trees.



RIPE

For richest flavor, coffee berries must be picked at the peak of ripeness—deep red—not green. The "flavor" coffees in *Selecciones* are *individually picked by hand*—"spot-picked."



REGULAR

To assure the same regular flavor every day—to avoid that one bad berry which can spoil a whole pot of coffee—the "flavor" coffees are *hand-selected twice*, before and after curing.



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The NEW Chase & Sanborn

A New Secret Blend
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How do you avoid bad luck?



1859 A horseshoe over the door staved off bad luck (so they said) when the name Corby's was beginning its great tradition in Canada. Breaking a mirror usually meant ill fortune for seven years, but you could take the edge off it if you found four-leaf clovers right away.



1880 A hat on the bed or an open umbrella in the house made Grandpa reach for his rabbit's foot in this 22nd year of fame for the name Corby's in Canada. And when Grandma spilled the salt, she jilted the "jinx" by throwing a pinch over her left shoulder.



1918 Three on a match was a bad, bad sign when the name Corby's was in its 60th year of Canadian preference. But it was offset by seeing a white horse or a load of hay. And if a fellow and girl got separated while walking, they always said "bread and butter" for luck.

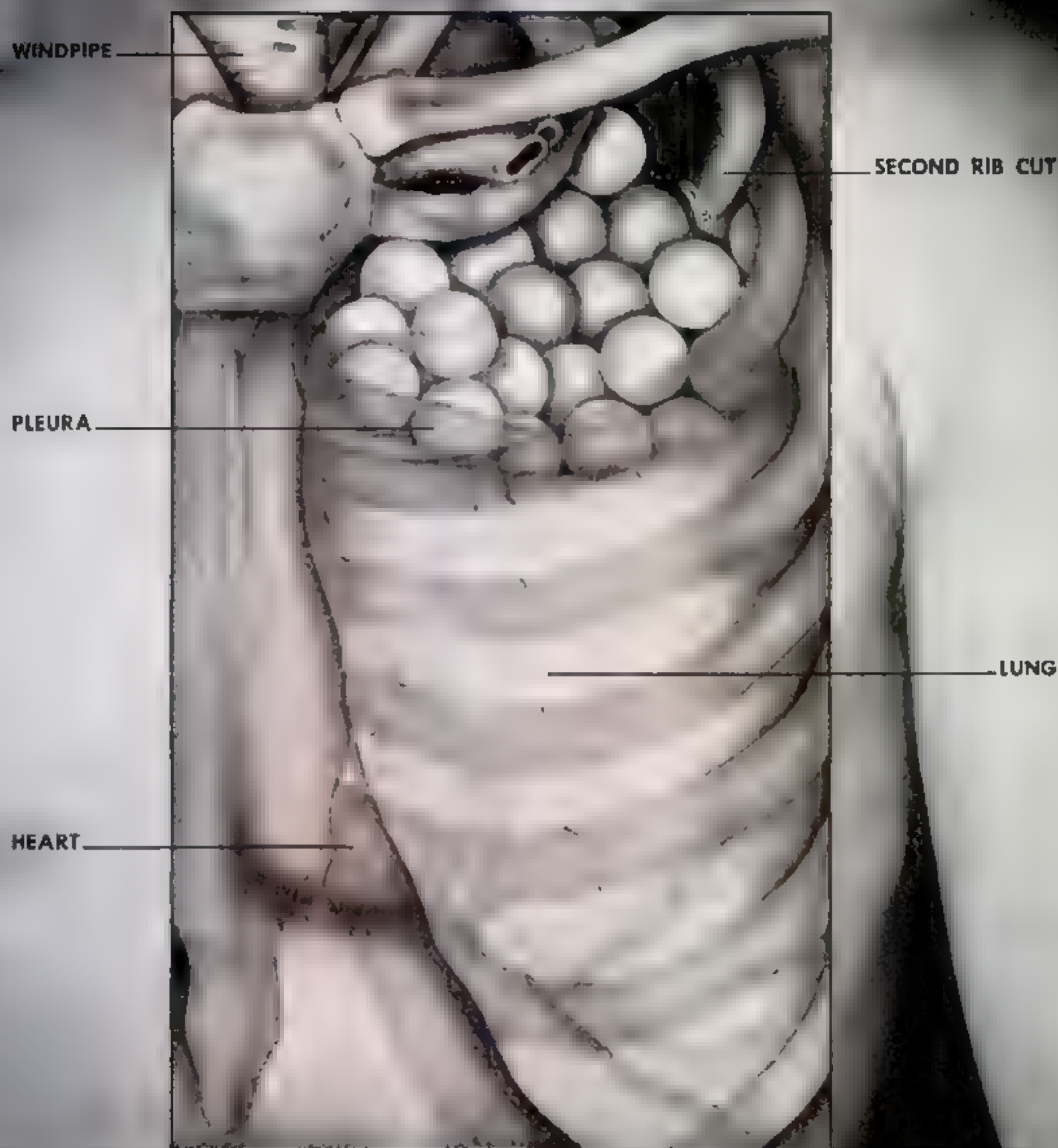


1943 Even in this enlightened age (knock wood) we still have our superstitions. We still feel uneasy when black cats cross our paths, and most hotels have no 13th floor. But you never have to keep your fingers crossed when you serve Corby's blended whiskey. Your friends are bound to like this light, sociable whiskey with the grand old Canadian name. Priced right, too!



CORBY'S... A GRAND OLD CANADIAN NAME

PRODUCED IN U.S.A. under the direct supervision of our expert Canadian blender
86 Proof—68.4% Grain Neutral Spirits—Jas. Barclay & Co. Limited—Peoria, Illinois



CUTAWAY DRAWING superimposed on a photograph of chest shows how plastic balls, inserted above the lung through 2-inch gap cut in second rib, collapse and im-

mobilize infected upper part of the organ. Balls do not touch the lung itself but rest on the pleura, a double layer of membrane which lies between the lung and the body wall.

LUNG IS COLLAPSED BY PLASTIC BALLS

New and controversial technique is designed to immobilize tuberculous organ without disfiguring the chest

Ever since doctors discovered 50 years ago that a tuberculous lung would often heal if immobilized, they have been looking for the simplest and safest way to collapse the delicate organ. The oldest (but still the preferred) surgical method involves the removal of several ribs so that the chest caves in on the lung. The newest (but still unproved) method consists of packing hollow plastic balls inside the chest cavity to push down on the lung and collapse it (*above*)—an original and somewhat startling technique which attests both to the virtu-

osity of modern surgeons and the resilience of the human body.

Plastic balls are the newest addition to a long and varied list of materials (including fat, rubber, paraffin, gauze, balloons, oil and air) which have been used in attempts to collapse the lung without the radical and deforming surgery involved in removing a number of ribs. With the exception of air, which is often used to obtain a temporary collapse, none of these substances has been particularly successful. Most of them so irritated surrounding tis-

sues that many surgeons finally decided against using any foreign substances whatever inside the body. Yet plastic balls, light, insoluble and chemically inert, may eventually prove to be useful in certain types of tuberculosis. Some surgeons who have tried the new method have rejected it because of bad aftereffects. But at Denver's National Jewish Hospital, where the technique has been used for two years on selected cases, surgeons have generally obtained the ideal result: an apparently complete cure without permanent disfigurement.

**CAN YOUR SCALP PASS THE
FINGER-NAIL
TEST?**



TRY IT! Scratch your head. If you find signs of dryness, loose ugly dandruff, you need Wildroot Cream-Oil hair tonic. Grooms hair... relieves dryness... removes loose dandruff! Contains soothing Lanolin, an oil resembling the natural oil of your skin.

**YOUR HAIR CAN LOOK
LIKE THIS WITH NEW
WILDROOT
CREAM-OIL**



A LITTLE WILDROOT CREAM-OIL makes your hair look and feel good all day long. Grooms perfectly without that greasy plastered down effect. Get a bottle or tube today at any drug counter. Ask your barber for a professional application.

**NOW YOU CAN GET
AMERICA'S LEADING HAIR
TONIC IN NEW 25¢ SIZE!**

IF YOU'VE NEVER used Wildroot Cream-Oil, don't put it off any longer. As little as a quarter buys you days and weeks of smart good grooming that can't be beat. Then you'll know why it's—again and again the choice of men who put good grooming first!

**NON-ALCOHOLIC
Contains LANOLIN**

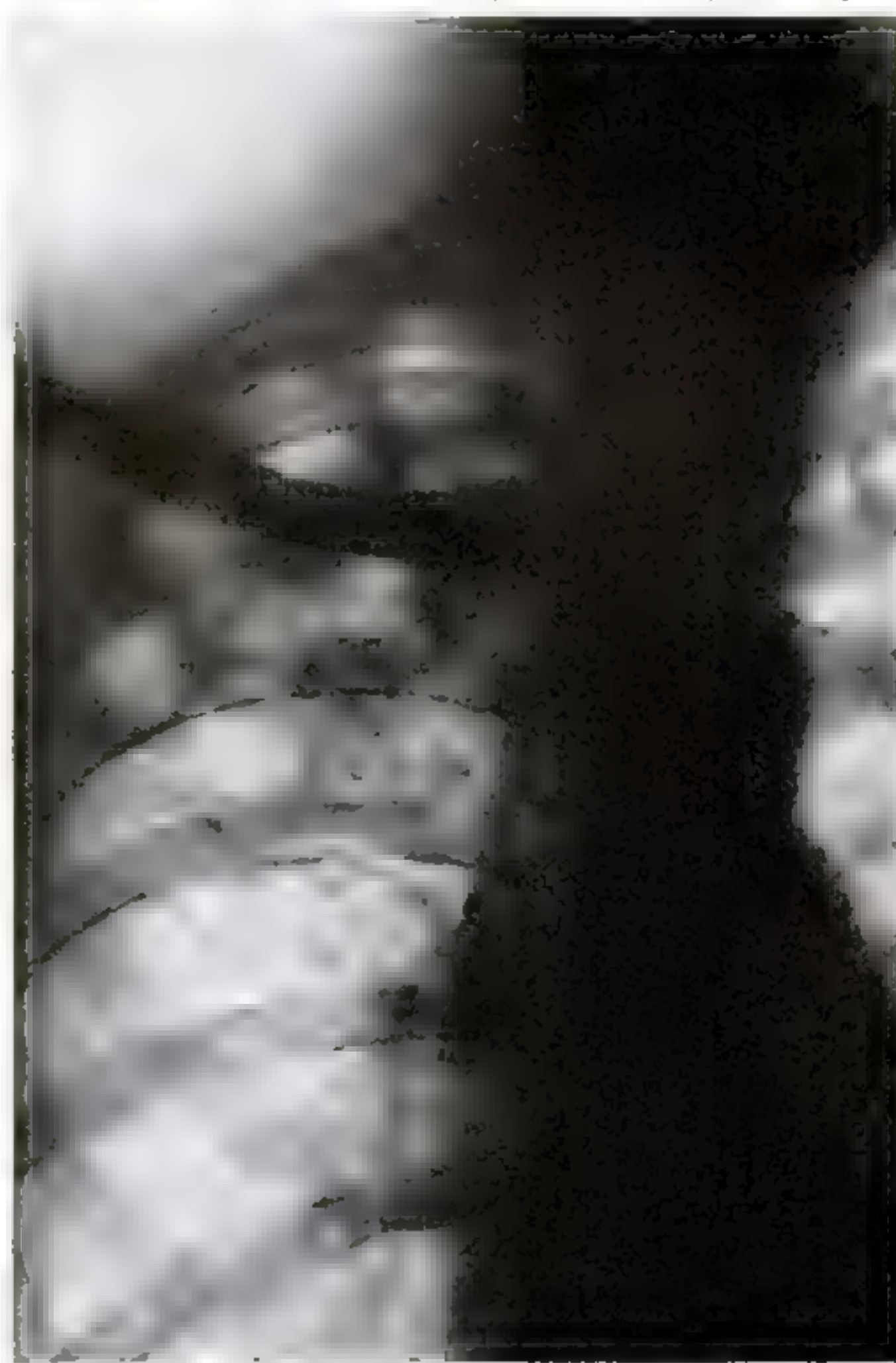
SMART WOMEN use it for grooming, relieving dryness, training children's hair. Now available in new 25¢ size (also larger economy sizes) at drug counters.



TUNE IN "The Adventures of Sam Spade" Sun. evgs., CBS Network.



BALLS ARE INSERTED through opening in chest after a section of rib is removed. Number of balls used depends upon amount of lung to be collapsed.



BALLS ARE INSPECTED soon after operation by chest X-ray, on which they appear as semitransparent spheres filling the upper part of chest cavity.

***B.V.D. *ROGUE**

The sport shirt that goes double for you!



Wear it in, like a shirt, or out of your trousers, like a jacket! Here's the perfect casual-wear sport shirt—B.V.D.'s Rogue in smooth, soft, solid-color gabardine. Slips on over-the-head. No fuss—no bother—no buttons! Tailored for roomy, relaxing comfort. \$5 and \$5.50.

B.V.D.
BRAND

REG. U. S. PAT. OFF.

"Next to myself I like 'B.V.D.' best!"



Soft as baby's skin...

**EMPIRE
BABY PANTS**

**WATERPROOFED WITHOUT
RUBBER!**



They're better than ever!

- guaranteed waterproof
- cut for comfort • featherlight
- odorless • durable
- resistant to oil, acid, etc.
- laboratory tested

Available in popular qualities to meet every need



EMPIRE SHIELD CO., Inc.
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LIONEL TRAINS

Bring Happiness to Millions of Boys

No other gift equals a LIONEL TRAIN for play, fun and excitement. So skillfully constructed they last for years—thousands are passed on from Father to Son in perfect running condition. LIONEL TRAINS—not just a gift, but a lifetime investment in happiness.



Illustrating only a few of the new LIONEL TRAINS for 1948

Look at them, those magnificent LIONEL Locomotives, scale-detailed and realistic as only a LIONEL can be! From the busy little Switcher to the mighty G. M.F3 Diesel, from the 20-wheel Steam Turbine and the Pennsylvania Railroad Electric Locomotive to the smart new LIONEL "Scout", these engines are the finest that money can buy. They're built to pull long strings of Passenger or Freight Cars with

power and ease. And when you see the steam-type Locomotives pound along the track, Whistle blowing and Smoke puffing out of the stack, you'll agree that nothing can be so real, so exciting. Why not plan to see these LIONEL Trains at your nearest Lionel dealer's? Complete train sets as low as \$15.95. And, meanwhile, send NOW for the Special Offer and Catalog, where the new line is shown in full color.

Send for special offer

It's a wonderful package, this 25c Special Offer! Just mail the coupon and we'll send you the four big items listed below. Catalog shows not only Trains and Accessories but the extraordinary new LIONEL Construction Kits—five big sets, priced from \$4.95 to \$27.95.

- 1 Beautiful 36-page LIONEL TRAIN Catalog in full color.
- 2 Set of 3-Dimensional views of Lionel Trains in action.
- 3 Pair of Stereopticon Eyeglasses for viewing scenes.
- 4 Special Kit of 6 cut-out, colorful buildings to create realism for your train layout.



LIONEL TRAINS, P. O. Box 392
Madison Square Station, New York 10, New York

I enclose 25c. Please send me Special Offer of 36-page full color Catalog, Stereopticon Views of Lionel Trains, Stereopticon Eyeglasses and Kit of 6 building cut-outs.

Name _____

Address _____

City _____ Zone _____ State _____

LIONEL TRAINS — A Lifetime Investment in Happiness



TRANSLUCENT SLATS OF NEW VERTI-GLAS BLIND TURN FROM SIDE TO SIDE INSTEAD OF UP AND DOWN. AT PRESENT A BLIND THIS SIZE COSTS ABOUT \$200

VERTICAL BLIND

It controls sunlight with glass slats and rolls up like a shade

If a man could buy a Venetian blind which would not only block out or follow the sun but could be rolled up and down for use as a shade or separated and draped like a curtain, which would be fireproof and could be washed in a tub of soap and water, he would have a blind like the one shown on this page. This new blind is made up of vertical, translucent slats of glass fabric which not only make all these things possible but, in addition, light a room

evenly from floor to ceiling through the lengthwise spaces between them.

At present these blinds, called Verti-Glas and made by the Vertical Blind Co. Inc. of New York, are available only on a made-to-order basis from the company. Within six months, however, they will be in mass production and will sell for between 75¢ and 82¢ a square foot, a little more than the cost of good-grade conventional Venetian blinds.



BLIND ROLLS UP like window shade when unobstructed outside view is desired. Fiberglass slats come in nine different colors which can be made up in any combination.



BLIND CAN BE DRAPED like a curtain (left and right of window). Slats are connected at bottom by aluminum links which can easily be detached from one another.

CONTINUED ON PAGE 133

...and for

the perfect touch, her

Circlette

WATCH BAND



\$10.95



\$8.95



\$8.95

Here is sculptured beauty... the most exciting watch band ever designed! Just try it on and see how Circlette® flatters your wrist, gives your watch that precious jewelry look. See it now at your favorite jewelry or department store.

All in ENDURING KREISLER QUALITY—in colors of yellow, pink or white gold. Some available in 14 Kt. gold.

ALL PRICES INCLUDE FEDERAL TAX

Jacques Kreisler

World's Largest Maker of Jewelry Watch Bands for Men and Women

Style shown on wrist, simulated gems \$10.95

Costume by Kivietta

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ROMA WINES

AMERICA'S FIRST CHOICE

DAY AFTER DAY, MONTH AFTER MONTH,
MORE AMERICANS BUY ROMA THAN
ANY OTHER WINE. HERE'S WHY...

ROMA WINES Taste Better

Only ROMA selects from the world's
greatest reserves of fine wines.

Sylvia Sidney says:

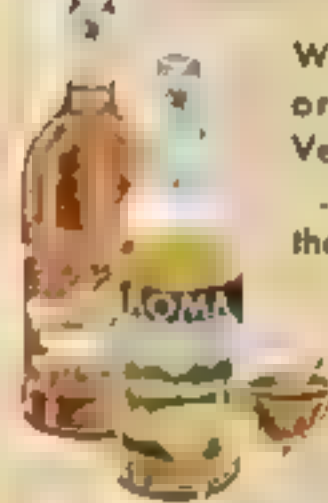
*I prefer ROMA California Port
My guests praise its richness and
better taste*

FIRST CHOICE FOR ENTERTAINING



ROMA California Sherry
is good anytime. Ideal
as an appetizer before
dinner... perfect for
between-meal treats...
an all 'round favorite!
Rich and nut-like in fla-
vor, your guests will find
it truly delicious.

FIRST CHOICE FOR COCKTAILS



Whether it be Manhattans
or Martinis, use ROMA
Vermouths. Sweet or Dry
... both prize winners at
the 1947 California State
Vermouth Judging!
You too will judge
them best.

FIRST CHOICE FOR DINING PLEASURE



Choose ROMA California
Burgundy to fully enjoy
your meal. Its deep red
color invites your taste
... its dryness enhances
the robust flavor. It's the
wine everyone prefers for
serving with red meats.



ROMA WINE CO
FRESNO, CALIF.



FLEXIBLE SCREEN between kitchen and dining room is made of Verti-Glas blind. It can be separated in the center to permit passage back and forth.



BLIND CAN BE WASHED with soap and water in a basin or wiped down with a cloth. Colors will not fade and fabric will not shrink, stretch or wrinkle.

COLDS

In a minute—relief from miseries begins

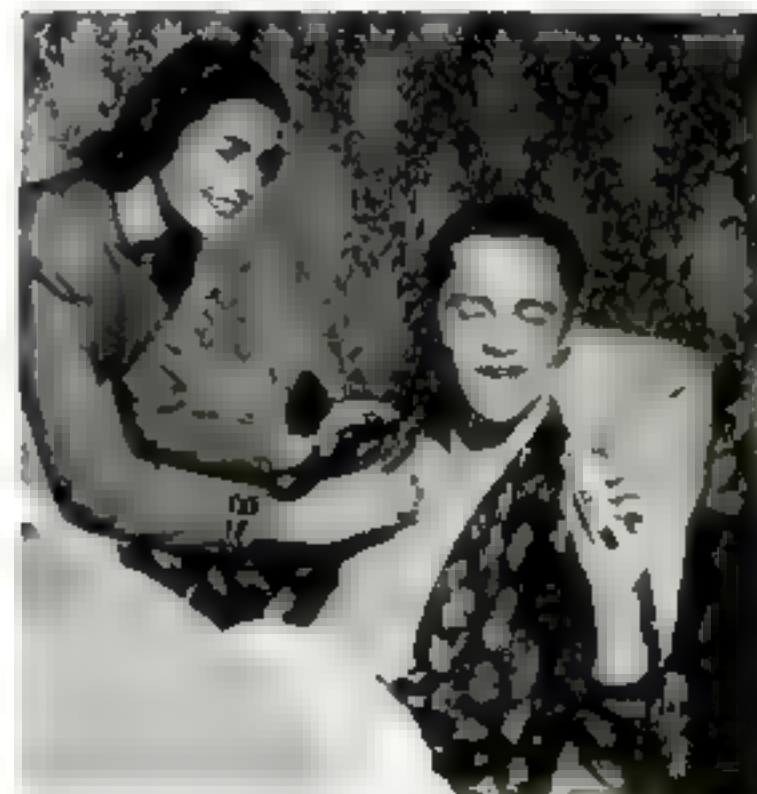


Rub MINIT-RUB on chest and back.

1. In a minute, Minit-Rub begins to stimulate circulation, begins to bring a sensation of warmth. That quickly helps relieve surface aches and pains.

2. In a minute, Minit-Rub's welcome pain-relieving action begins to soothe that raspy local irritation.

3. In a minute, Minit-Rub's action



menthol vapors begin to ease that nasal stuffiness feeling.

MINIT-RUB also helps soothe pains resulting from neuralgia, sciatica, rheumatism and lumbago. Try it!

MINIT-RUB is wonderful for both children and adults. Greaseless! Stainless! Disappears like vanishing cream! Won't harm linens.

Get a tube of Minit-Rub today!

**GREASELESS
STAINLESS**

MINIT-RUB

Available in small and large tubes

PRODUCT OF BRISTOL-MYERS

LOOK YOUR BEST!

We're not "Fifth Avenue" tailors, we admit. But we take care to build smart good looks into every pair of Crown and Headlight overalls. And these good looks are in to stay—through wear and washing. For we tailor our work clothes for trim fit, as well as roomy comfort. And we weave our own denim (we're the only overall maker that does). They're the only overalls certified by the United States Testing Co. Sanforized! A new pair free if they shrink.

BUY THE BEST!

CROWN OVERALLS
UNION MADE

HEADLIGHT
UNION MADE
WORK CLOTHES

CROWN AND HEADLIGHT
Work Clothes
Cleveland, Ohio San Francisco, California
OVERALLS • TROUSERS • SHIRTS • JACKETS • TREE CLIMBER TOGS



Who has a copyright on temperance

Nobody has a monopoly on the desire for temperance or moderation—call it what you will.

This advertisement is published by people who are interested in the production and sale of alcoholic beverages. This industry has everything to gain through temperance, everything to lose through intemperance. It's just common sense, therefore, that we are keenly interested in seeing that our products are used in moderation, under legal and wholesome conditions.

Some people are not always moderate in what they eat, drink, or how they exercise. And some abuse other rights of a free people. But the cure is certainly not in taking away the rights! "Prohibition" proved that.

Let's work together for moderation. We invite the cooperation of every citizen and every law enforcement agency to accomplish this purpose.

This industry does not want the patronage of the few who abuse the right to drink in moderation.

Licensed Beverage Industries, Inc., composed of distillers, importers, vintners, wholesalers and the leading associations of retailers, stands for the attainment of these aims in your community:

1. *The encouragement of moderation, by word and by example.*
2. *The maintenance of pleasant, orderly places of business.*
3. *The encouragement of law observance and law enforcement.*

To reach these goals, a legally licensed liquor industry must be maintained. Legal regulation goes hand-in-hand with self-regulation.

LICENSED BEVERAGE INDUSTRIES, INC.

10 East 40th Street, New York 16, N. Y.



OWNER WARREN WRIGHT WATCHES FROM HIS GASOLINE SCOOTER AS CALUMET FARM STABLEBOYS PARADE 16 OF HIS MARES AND THEIR FOALS TO NEW PASTURE

Life Visits Calumet Farm

Baking-powder Heir Warren Wright, owner of Citation and Armed, makes a fortune from his racing stable

The gentleman in the little motor scooter above has a right to feel fairly satisfied with life these days. He is 73-year-old Warren Wright, owner of Calumet Farm, a beautifully tended 1,200-acre panorama of clipped lawns, rolling pastures, fine houses and gaily painted stables near Lexington, Ky. As he rides about this well-fenced showplace, it does not detract from his satisfaction to reflect that his fine horse-breeding farm has broken most of the country's racing records. Nor does it bother him unduly that he has smashed a supposed race-track tradition—that millionaires who try to improve the breed always wind up in the red.

Wright inherited Calumet Farm, part of the \$70 million Calumet Baking Powder fortune, in 1932. It lost money for 10 years. Wright poured in capital

for good horses, new buildings and a staff which now totals 55—to look after five stallions, 67 brood mares, 39 yearlings and 40 foals. He studied breeding exhaustively. All this began to pay off in 1941 when his Whirlaway carried Calumet's devil-red colors to win the triple crown (Kentucky Derby, Preakness and Belmont Stakes) as a 3-year-old. Calumet wound up the year as the leading "money stable" in the U.S. It repeated in 1943, 1944, 1946 and in 1947, when it won a record-breaking \$1,402,000, largely due to the hard running of Armed (*below, center*), a gelding once considered too puny for the Kentucky Derby. Last month when the 3-year-old Citation, Wright's second triple-crown winner, captured the International Gold Cup at Belmont, Calumet, with \$1,204,000 already won, was well on the way to another record year.



WHIRLAWAY, in 1943 the biggest money winner in race-track history, still earns \$62,000 yearly in stud fees.



ARMED topped Whirlaway's winnings in 1947, later lost the record to Mrs. E. D. Jacobs' 6-year-old Stryme.



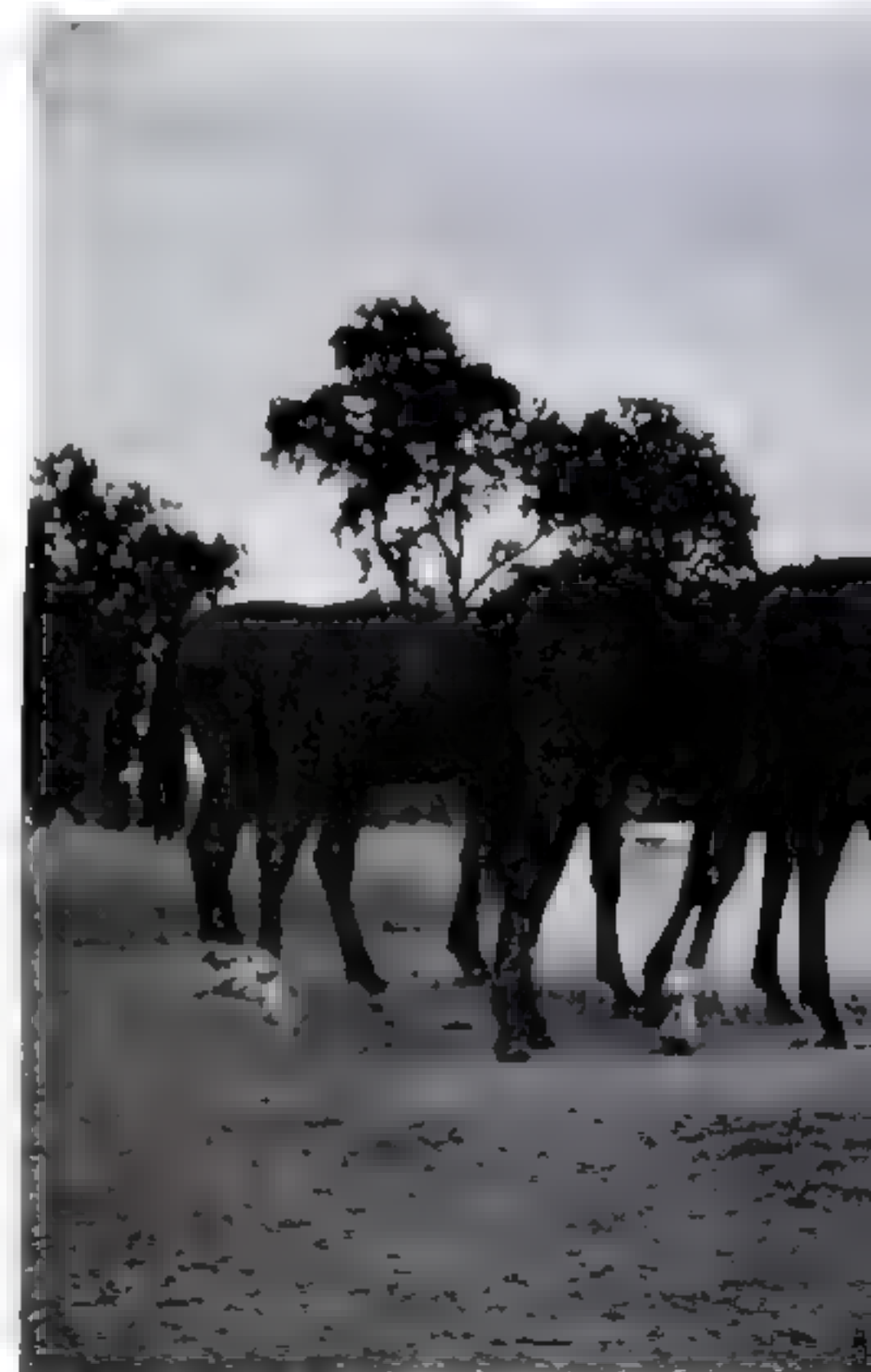
CITATION, biggest 3-year-old winner to date, should break Stryme's all-time record of \$911,335 by early 1949.



AFTER A QUIET DAY OF GRAZING AND SUNNING, MARES AND THEIR FOALS RACE ACROSS CALUMET FARM'S PASTURES IN THE LATE AFTERNOON. THEY ARE LEFT OUT



NEVER TOO FAMOUS AS A WINNER, CALUMET'S BEST STALLION, BULL LEA, IS USUALLY IGNORED BY VISITORS



BEFORE STARTING THEIR AFTERNOON OF ROUGHNECK



OVERNIGHT EXCEPT IN BAD WEATHER. THE FOALS—40 THIS YEAR—ARE STABLED THROUGH THEIR FIRST WINTER, THEN CULLED AS YEARLINGS THE FOLLOWING JULY



PLAY, YEARLINGS STOP TO DRINK IN THE Paddock



TWO FOALS, RACING PROSPECTS FOR THE 1960, NUZZLE EACH OTHER WHILE MARES GRAZE IN BACKGROUND

Here's How!

to make a **Tastier Manhattan**



For each Manhattan use a dash or two of Angostura bitters, $\frac{1}{2}$ whiskey, $\frac{1}{2}$ sweet vermouth. Put ingredients in a mixing glass filled with cracked ice, stir thoroughly, strain and serve. Mmm...this is a perfect Manhattan! Always remember the **ANGOSTURA**

to make a **Tastier Old Fashioned**

Shake two or three dashes of Angostura, then a splash of seltzer, on a lump of sugar. Muddle, add 2 cubes of ice, a twist of lemon peel, and a cherry, if desired. Pour in $1\frac{1}{2}$ oz. of your favorite liquor, stir well and serve. Ah...a perfect Old Fashioned! Always remember the **ANGOSTURA**



Why drinks taste better with **Angostura Bitters**



Your taste is sharpened, you enjoy the full flavor of the ingredients... when you add **ANGOSTURA** aromatic bitters. This 124 year old blend of tropical herbs and spices makes any drink extra-delicious and appetizing!

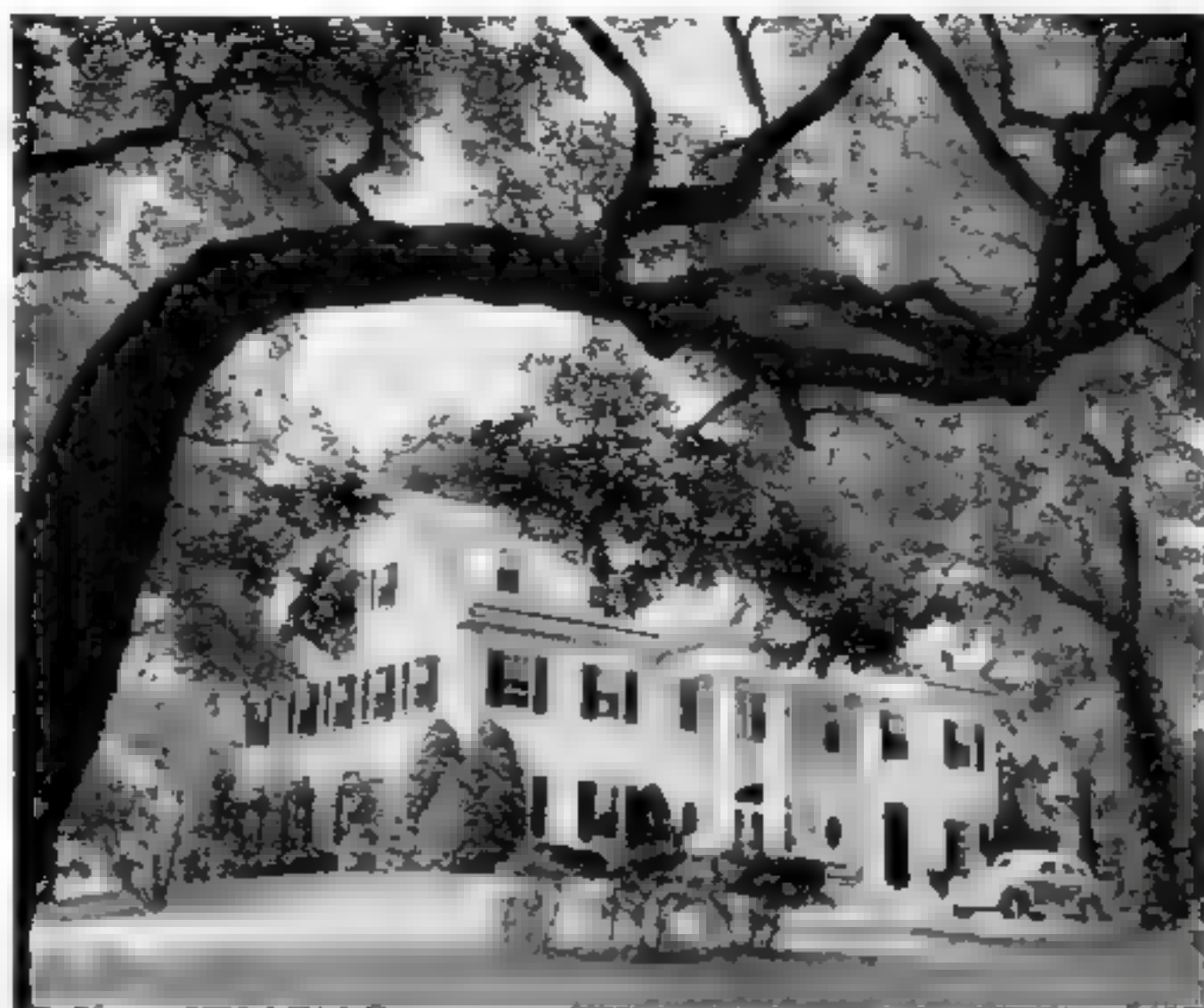
Now YOU can make **PERFECT DRINKS!**

SEND FOR PROFESSIONAL MIXING GUIDE USED BY BARTENDERS

250 Recipes For Mixed Drinks! Here's the fascinating 96-page booklet that tells you how easy it is to mix 'em like an expert! Chock full of helpful information! Send only 10c to: Angostura-Wuppermann Corp., Dept. L-6, 304 E. 45th St., N.Y. 17.

ANGOSTURA
TRADE MARK
REG. U.S. PAT. OFF.
AROMATIC BITTERS
32 INTERNATIONAL AWARDS FOR MERIT

Calumet Farm CONTINUED



WRIGHT'S MANSION stands apart from the stables. Visitors who do not see the large house often mistake the elaborate stud barn for Wright's home.



EIGHTEEN MILES OF FENCE, a third of which is freshly painted each year, wind across the farm's 1,200 acres and around its $\frac{3}{4}$ -mile training track.



IN TROPHY ROOM Mr. and Mrs. Wright stand before one of the display shelves holding 54 gold and 81 silver cups won by Calumet horses since 1932.

Fit for a Queen

Famous for fine mesh, perfect fit and exact hair shades



Royalty

HAIR NETS

GU PONT NYLON • HUMAN HAIR • SILK • RAYON

\$100 REWARD

for each "Donut Ditty" published

ANY TIME IS DONUT TIME
AT BREAKFAST, LUNCH OR DINNER—
FOR GOODNESS SAKE EAT DOWNYFLAKE,
THE DONUT THAT'S THE WINNER!



Submitted by MRS. E. B. FERREE
So. Norwalk, Conn.

* Send us your DOWNYFLAKE jingles. \$100 will be paid for each one published. Jingles cannot be returned or acknowledged.
Mail to DOWNYFLAKE, Dept. M-23,
393 Seventh Ave., New York 1, N. Y.

Downyflake

the light, tender **DONUTS**

DOUGHNUT CORP. OF AMERICA, 393-7th Ave. N.Y. 1 N.Y.

OTIS

UNDERWEAR & HOSIERY

for men and boys

You can get just the OTIS style you want, sleeveless or short sleeveshirts, briefs, mid-thigh or ankle length drawers. And for the chilly days OTIS WINTERWEIGHTS OTIS HOSIERY is a good buy too.

OTIS UNDERWEAR
57 Worth St., New York

A GOOD POINT TO REMEMBER!

SAFTHEED
THUMB TACK



GUARANTEE! PIN CAN'T PASS THROUGH THE HEAD

BLISTEX

Immediate Relief for
COLD SORES and fever blisters

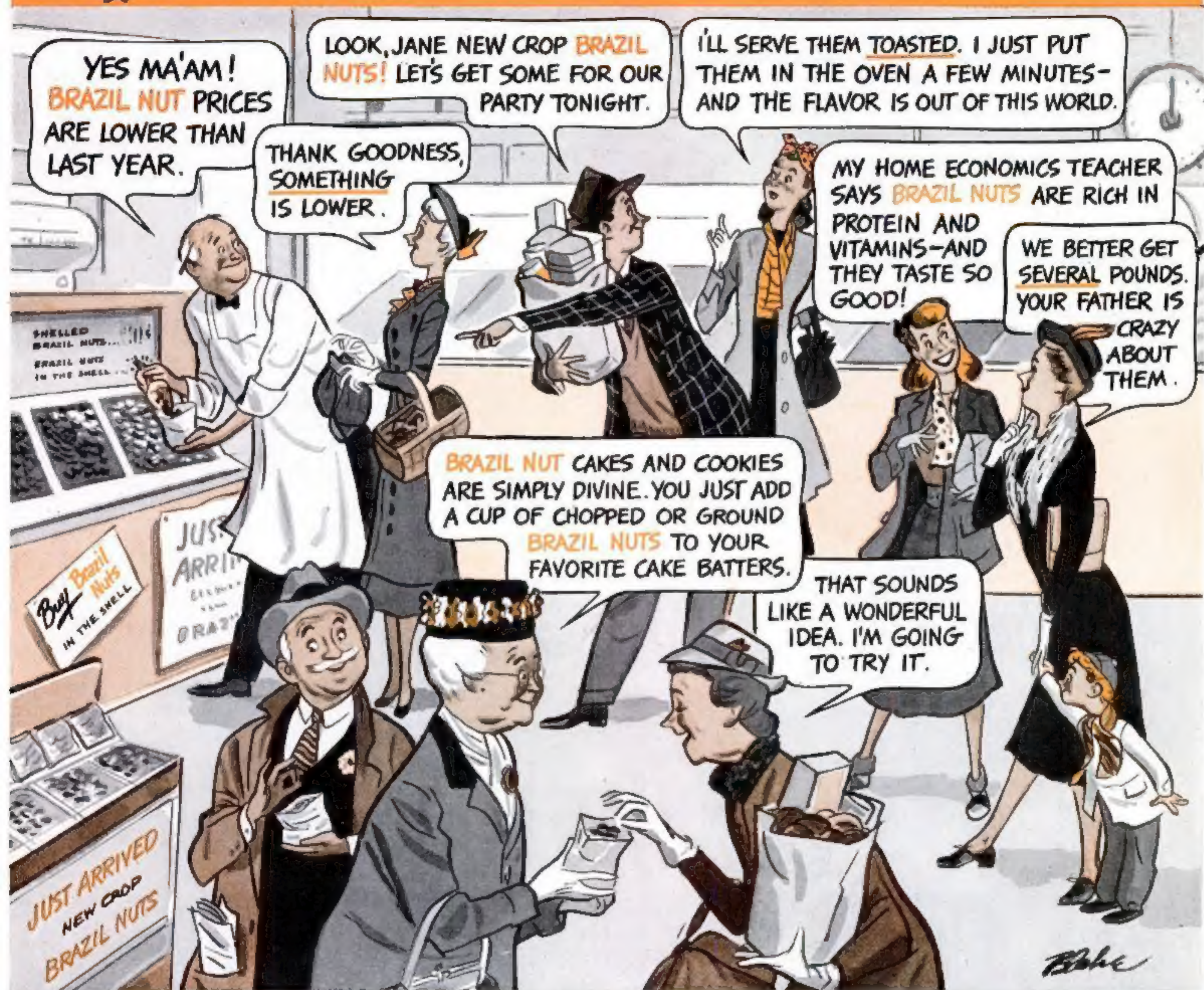


EXCELLENT FOR CHAPPED LIPS



HURRY! New Crop Brazil Nuts are Now at Your Grocers!

SAYS KERNEL NUT OF BRAZIL



*Buy Brazil Nuts
in the Shell*



*Buy Brazil Nuts
Already Shelled*

Write for Free 32-page Recipe Book. Address Brazil Nut Assn., Dept. LM-1, 100 Hudson St., New York 13, N. Y.



you bet

it's good

it's a

Brentwood

america's finer
sportswear

A year ago, Brentwood introduced these handsome zipper coat sweaters to America. They were gone in a flash because they were so trimly tailored, so light yet warm, so smart for leisure and practical for work. Now again, your dealer has them, finely knitted, incomparably soft and rich, in choice virgin wool . . . and again, they'll sell fast! In snug or open cuffs . . . \$7.50 at most fine stores.



Retail prices slightly higher west of the Rockies

BRENTWOOD SPORTSWEAR • 2200 ARCH STREET • PHILADELPHIA

PICTURES TO THE EDITORS

REAR VIEW

Sirs:

While on my vacation recently I visited Balboa Park Zoo at San Diego with a friend of mine. As we arrived in front of the elephant enclosure the elephants inside turned as of one accord and walked

away from us. Pausing to watch them, I suddenly heard the faint click of my friend's camera shutter behind me and I knew instantly that there would be one more posterior added to the picture. I am sending you the result.

K. LUNDEBERG

Altadena, Calif.



Where dollars grow wild on trees!

1 "Here is \$50 growing wild," writes Victor De Palma, a photographer friend of Canadian Club visiting in Chiapas, Mexico. "Hunting wild orchids isn't just picking flowers. I risked my neck to find this treetop trophy before I could 'shoot' it with my camera. With native Indian guides I crossed rough country for two weeks and climbed hundreds of trees because *wild* orchids take to the tall timber.



2 "This grew from a dust speck. Wind carries the tiny wild orchid seeds to the tree, where the plant clings with aerial roots and grows. Worth as much as \$20 a cluster in florist shops, I learned that this prize variety has a \$20 name, too... *Odontoglossum grande*.



3 "What a trophy we brought back! These clusters had taken 8 years to grow from seed to blossom, and orchids bloom only once a year. My guides packed the plant with tender care. Wild orchids are big business. They're rushed by plane to florist shops and are usually sold within 16 hours after they're cut.



4 "You found a prize," said my friend, an orchid dealer. "But I have a prize I wouldn't trade for a dozen *Odontoglossum grande*." And he brought out a bottle of Canadian Club.

5 "I work all over the world as a photographer," adds Mr. De Palma at the end of his letter. "And by now I'm never surprised... but always grateful... when my hosts in odd corners of the world bring out a treasured bottle of Canadian Club with a great flourish. That's just fine with me, because Canadian Club is my whisky back home. So

I'm mighty glad to find it wherever I travel... and that's everywhere!" Why this worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon. You can stay with it all evening long... in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

"Canadian Club"

MADE IN CANADA
BY
HIRAM WALKER

Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky. 90.4 proof



First Again with Tobacco Men!

**More independent experts smoke Lucky Strike regularly
than the next 2 leading brands combined!**

An impartial poll covering all the Southern tobacco markets reveals the smoking preference of the men who really know tobacco--auctioneers, buyers and warehousemen. More of these independent experts smoke Lucky Strike regularly than the next two leading brands combined.



*So, for your own real deep-down
smoking enjoyment remember--*

L.S./M.F.T.

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LUCKY STRIKE MEANS FINE TOBACCO

So round, so firm, so fully packed — so free and easy on the draw